

Starchroom

**LAUNDRY
JOURNAL**

First in the Laundry Industry since 1893

JANUARY, 1954



MODERN AND BRIGHT, this new addition to the Puyallup Laundry in Puyallup, Washington, was decorated with daffodils last spring at the time it was opened. Now the quick-service operation is blooming just as the flowers were then, according to the owner. See story on page 13

Advertising must be consistent . . . page 16
How self-service tail wagged dog . . . page 26
How to select an air compressor . . . page 68

24

S

A

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As a business builder — there is no substitute for perfectly starched shirts. So more and more laundries are relying on Satinette Starch exclusively. Why? Because customers insist on good appearance, comfort and wearability.



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"MAN of the YEAR"

1954

This year and every year, Colonel Cottonblossom is our Man of the Year. The Southern Mills' products that bear his name—products you have known and used for many years — are recognized leaders in the field because of the high standards for workmanship and quality materials which the Colonel has set to assure you of the best in laundry textiles.

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TO THE LAUNDRYOWNER WHO SUFFERS FROM INSOMNIA:

You've slid between the cool sheets and you're lying there, your arms folded behind your head.

From outside, the night sounds lull you towards sleep, and slowly the magic veil starts to lower over your eyes.

Then it happens: that tiny dot of light in the back of your head, growing larger, becoming rectangular. Suddenly it's there, before your eyes, a bright picture of your day at the plant. And sleep is gone, for now.

Those two "quits" on Route 4, a damage claim from that customer on Shady Hill, the accident to one of the trucks . . . plenty to be concerned about.

And you're right. In today's competitive laundry industry, there is plenty to be concerned about! And that's where we come in.

Topping the list of your production problems is the washroom . . . the crucial step in delivering quality work. It's here that your reputation is made or lost . . . and your profits, too.

Washrooms are worry rooms because each wash load is different. Some contain more soil than others. Some are grease-laden, some are grease-free. Some contain unknown soil elements, some just plain dirt. And like a box of chocolates, they all look alike from the outside.

One thing is certain: nothing you, as a Laundryowner, can do will ever change this problem. And certainly, no simple mixture of soap and alkali made in your washroom can ever hope to solve it.

The answer lies in modern chemistry. The answer lies in 12 years of endless trial and error in the laboratory. The answer lies in New PRIME SOHP with SHOCK-TROOP ACTION!

For here at last is the one complete product which washes brilliantly clean in hot or cool water — *regardless of the degree of soil!*

A complete product which "job-rates" itself to every type of load!

A complete product which fires barrage after barrage of reserve alkali washing power into the load when needed, *but only when needed!*

A complete product which actually washes clothes 15% brighter *to the naked eye!*

Here is a complete product with a chemical brain, changing with unbelievable speed to the demands made upon it by any load. Here is SHOCK-TROOP ACTION . . . blasting free the soil, *yet protecting the fabric!*

Born in the mighty crucible of modern chemical research, New PRIME SOHP with SHOCK-TROOP ACTION is no mere mixture of tallow soap and alkali. It is 12 chemically-balanced built soaps in one, welded together in a perfect union by homogenization in a giant spray tower, more than four stories high!

This is the end result of almost four thousand days and \$100,000.00 of continuous research. *This* is the modern washing product which at one stroke has rendered all others obsolete. *This* is New PRIME SOHP with SHOCK-TROOP ACTION.

Are you still awake, Mr. Laundryowner, lying with your hands behind your head?

Fret no more. A call to your jobber in the morning will bring you a trial order of New PRIME SOHP with SHOCK-TROOP ACTION. Use it for every type of wash; use it with curiosity; use it with confidence!

Then rest easy. Your washes will be uniformly perfect. Your damage claims will scatter like sheep over the fence of dreams. Your volume and profits will rise with new vigor, and each morning thereafter, you will, too!

And you'll agree that New PRIME SOHP with SHOCK-TROOP ACTION is the finest soap product you've ever used in your laundry. If for any reason you are not 100% satisfied, you have lost nothing, for it is sold with an unconditional, money-back guarantee.

Gordon R. Gulton President
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126 Years' Continuous Progress in Manufacturing of Fine Soap Products

**Leonard Arkiss,
General Manager of the Leader Laundry says:**

**"Swift's soaps do a better job...
and cost me less doing it than
any other soap I've used!"**

● Mr. Arkiss' comments are typical of the expression of many long time users of Swift's Soaps. Mr. Arkiss, who is manager of the well known LEADER LAUNDRY in Chicago, Illinois, goes on to say, "We use a lot of soap in processing 220,000 pounds of family wash per week and our customers compliment us on the fresh, clean bundles we deliver."

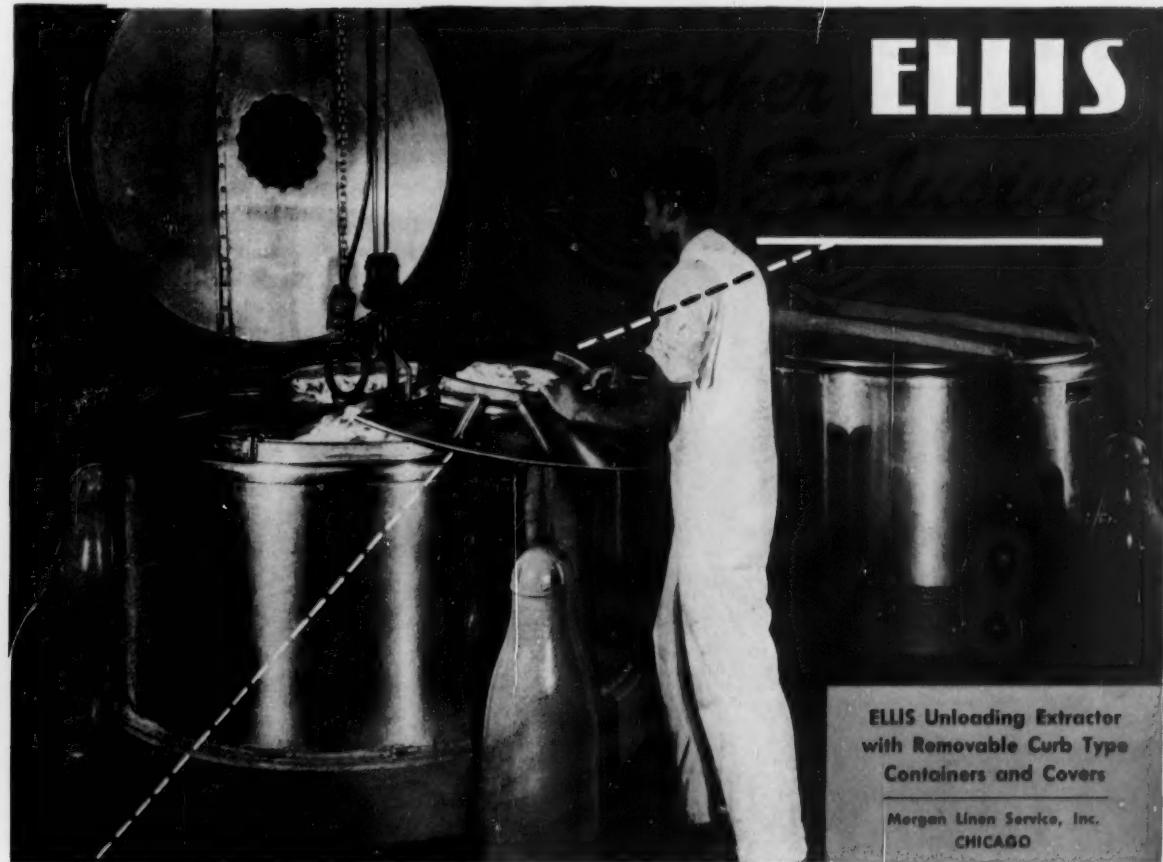
Mr. Arkiss knows that Swift's soaps do a better wash job and are less expensive to use because they go further . . . and he uses three types. In Swift's line there is a soap for every laundry need. Neutral soaps or built soaps to suit your preference . . . and they're available from 375 distribution points throughout the U.S. and Canada.

There's only one sure way to find out what Swift's soaps will do for you and that's a trial in your own washroom. Call or write Swift & Company for more complete information.



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products for industry

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Industrial Soap Department
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ELLIS

ELLIS Unloading Extractor
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Containers and Covers

Morgan Linen Service, Inc.
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ELLIS Removable Curb Type Containers

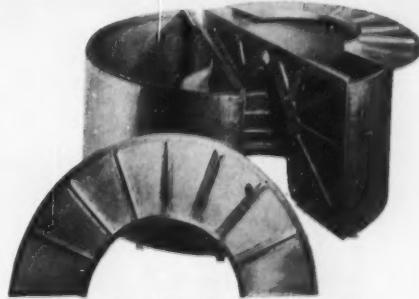
A continuing series of improvements in Ellis Equipment brings extra operating economies to every user. The latest time-saving feature is the Stainless Steel Removable Curb Type Container, shown above.

The actual open working area of this new container is from 60% to 70% greater than that of the old solid curb type. The larger opening means 50% faster and easier loading and balancing.

When used in conjunction with the Unloading Type Washer, the advantage of the additional open area is most evident. The removable covers are placed on the container just as it is being lowered into the Extractor.

These stainless steel covers also eliminate the use of the canvas covers that are used by so many plants on the old solid curb type containers.

Write for further details of Ellis All-Metal
Washers and Extractors and Dry Tumblers



Detail of Ellis Removable Curb
Type Containers and Covers

The ELLIS DRIER Co.
2444 NORTH CRAWFORD AVENUE
HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Kriegh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

Multi-stop leader delivers at **LOWEST COST**



Model RM-120 with standard style 9½-foot METRO body, used widely by laundries and dry cleaners. INTERNATIONALS with METRO bodies are the leader because they lower delivery costs. Short overall length saves garage and dock space.



Maximum maneuverability from short wheelbase chassis. Forward position of driver commands view of traffic. Driver stacks first deliveries on fully-insulated, roomy engine cover.



Low Stepwells. Driver time and energy are saved by low stepwells and many other exclusive features. Inside step is only 8 inches high, average for household stairs.



6-foot headroom. Full 6-foot inside height permits carrying long dresses on rods. This new feature makes loads easier to work and reduces driver fatigue. Sliding front doors are standard, folding doors optional.



New driver comfort. Exclusive bucket-type seat, specially designed to make driver's work easier, cushions the driver in foam rubber comfort. Folding steel back. Adjustable seat folds and swings forward.

INTERNATIONAL Trucks with METRO® bodies have been the leader in the multi-stop field for 15 straight years. They give lowest-cost performance because the rugged INTERNATIONAL chassis and the all-steel METRO body are specialized for delivery service.



More Payload Space. Every METRO body has greater payload space, ranging from 243 cu. ft. for standard back 7½-ft. body to 392 ft. for flatback 12-ft. body. New low floor speeds loading and unloading, front or rear. Dry-cleaning racks available for every METRO body.

Get the long life and low operating cost of the INTERNATIONAL chassis, the unusually low maintenance cost of the METRO body. Compare INTERNATIONAL with any multi-stop truck.

More payload space. Eight body sizes, two body styles—standard or flatback. Four body lengths—7½, 9½, 10½, and 12-ft.; each has increased capacity. New capacities range from 243 to 392 cu. ft.

New driver convenience. New full 6-foot headroom. Low stepwells. Sliding front doors standard, folding doors optional. Six rear door options.

New driver comfort. New broadleaf springs. New shock absorbers. Lower center of gravity. New toe-board angle.

New savings. New downdraft carburetion for greater fuel economy. New cushioned disc clutch for longer life, smoother operation.

Six chassis models, 102, 115, 122, and 134-inch wheelbases. GVW ratings, 5,400 to 11,000 lbs.

Ask your INTERNATIONAL Dealer or Branch for a demonstration. Time payments arranged.

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Better roads mean a better America



INTERNATIONAL® TRUCKS

"Standard of the Highway"



**WHERE QUALITY IS IMPORTANT
Wherever Water Is Used**

CARMAN

recommends the use of

J E N - R - 8

**FOR BETTER DETERGENCY IN LAUNDERING
WET CLEANING • RUG CLEANING OR DYEING**



**Jen-R-8 Liquid — Packed in
5, 15 and 30 gallon drums.**

**Jen-R-8 Beads — Packed in
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Use Jen-R-8 to

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- maintain maximum plant efficiency

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Baltimore, Birmingham, Greensboro, Jacksonville
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THE WHITEHOUSE DIAMOND

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NOW AVAILABLE IN
THESE SIZES

12" x 22" 24" x 36"

18" x 30" 30" x 36"

24" x 33" 30" x 40"

of the Knit Nets"

If you are using knit nets—or if you have been intending to try this type of net—try the new Whitehouse DIAMOND. You'll see why we call it "the jewel of the knit nets".

The DIAMOND is not just another knit net. But as in all Whitehouse products, the DIAMOND net is the result of using good construction and the proper weight nylon yarn to do a specific job. You will like the way this net handles, both in loading and pinning. Each thread is locked into position, eliminating the need for hard plastic surface coating.

To those plants asking for a nylon net of open construction, we suggest the DIAMOND. A trial order will quickly convince you that this net offers the sturdiness of nylon construction to meet your specifications.

TRY THE BEST!

So try DIAMOND nets yourself. *See the difference.* And remember that for the finest in *woven* nets, the Whitehouse BLUE STREAK and ROK RIB nylon nets are still the "standards of the industry".

WHITEHOUSE NYLON PRODUCTS

360 Furman Street • Brooklyn 2, N. Y.

Continued Leadership Through Constant Research

Starchroom Editorial

A "New Look"

Laundryowners should not fall prey to the talk of those who would have us believe that 1954 will bring on an economic depression or even a "recession" of such magnitude that it will seriously hamper our earnings prospects.

A majority of the country's top economists and statisticians attending the annual forecasting session of the American Statistical Association in Washington last month came to the conclusion that the nation faces the prospect of an "orthodox recession" this year, with total output of goods and services (gross national product) down by 10 to 18 billion dollars from 1953's extraordinarily high levels.

This amounts to a forecast that we shall have the second best year in the country's business history.

It is significant that, among the several hundred experts participating, there were at least 100 of the present administration's own economists, although the forecasts had to be made without specific knowledge of the Eisenhower economic program which is being unfolded this month. Economists from business predominated, but there were many from labor as well. Not a single one agreed with the view that the United States was on the brink of, or in, a depression.

A downturn may persist through the first two quarters, be reversed for a time, then continue, at least for a year or 18 months. Reflecting the efforts of the Administration to halt the inflationary spiral and put the nation on an "honest dollar" footing, this should be encouraging news to those laundryowners who really wanted the nation's economy so adjusted. It may not soothe those who thought it would be good policy for other people but not for themselves.

The dollar is likely to be worth considerably more over the next few years as a result. The Administration has proved in action the important point that the national government can use financial and fiscal policies to curb inflation and do it effectively.

It therefore behoves laundryowners, as well as other businessmen, to take a new look at the future in the light of this important development. In so doing, there are a few glaring weaknesses in the laundry industry which still cry for attention. The most important of these involves—

The Market

It's still there. It always will be. When people speak of the "vanishing" family laundry market they don't know what they're talking about. The family laundry market consists of people and the people haven't vanished. They've merely decided, in great numbers, that they would prefer to do the bulk of their laundry work at home rather than send it to a professional laundry.

Or have they? Maybe they merely *think* they would prefer to do it at home. Maybe, if they weren't tied down to a given route delivery schedule, they would just as soon let the laundry do it. Maybe, if they could take their laundry bag to their favorite shopping center, drop it off at a laundry and pick it up at their convenience, they might be tempted to try professional laundry service.

Maybe, too, if they could open a charge account instead of paying cash they would do business with the laundry. On the other hand, maybe there are some who would prefer it the other way around.

None of this "thinking out loud" is intended to suggest that a laundryowner who is successfully running routes should hastily abandon them and prepare to operate exclusively from stores or quick-service plants. Any more than it is to say that a strictly cash-and-carry operator should immediately set out to promiscuously grant unlimited credit to housewives in his community.

The point is that the population is growing. All that the family laundry industry requires by way of a market is people. So long as the people are there and the laundryowner devises enough services and makes them convenient and easy for them to buy, at a price that is not out of line, it is a matter of promoting them aggressively. Once that is done, he will be fairly sure of garnering his share of the *expanding* family laundry market.

It is a matter for individual laundryowners in individual communities to determine which percentage of the housewives require route delivery; which require cash-and-carry; which require charge accounts. It is a purely local matter—one which varies from town to town.

So it is with all other phases of the marketing problem. No fear of a depression should distract a laundryowner's attention from this all-absorbing problem. The way in which it is solved will mark the difference between success and failure in more than one plant in 1954.

The next most important problem, it seems to us, involves—

Executive Training

Once a laundryowner has decided how he plans to go after the potential business in his community, who is going to execute his program for him? Does he already have people on his staff who are capable of doing it? If not, does he know how to get them?

A paradoxical situation exists in the industry today. On the one hand, laundryowners cry for trained personnel. On the other, they indicate to the American Institute of Laundering that only a handful will be sending employees to school in Joliet during the next three years.

It has been found in other industries that it is less expensive in the long run to promote from within an organization. An integral part of such promotion policies invariably is a company-sponsored training program. But here we have an industry which is crying for trained help, acknowledging the need for it, yet refusing to take advantage of an already existing school set up exclusively for its use. It doesn't make sense.

Fortunately, all laundryowners have not been so apathetic. At the fifth annual young men's conference in Washington, D. C., next month (see page 83 for the details) a group of junior executives will assemble from plants with top executives who have made provision for meeting the future. If you have not already done so, why not make a reservation now for a young man from your organization? It will be well worth the time and money spent.

UNIT SORTING INCREASES PRODUCTION 50%

Sorting by Folders Cuts Cost, Reduces Mix-Ups, Speeds Service



1

Unit sorting begins in the classifying-marking department. Shirts are separated and sent to the marker to be counted, listed and identified. Last number of mark indicates bundle number. Nine or ten bundles make a lot.



2

Entire 9- or 10-bundle lot of shirts goes to one shirt unit. When the folder completes a piece, she sorts it directly into proper bin in a Bishop 9- or 10-bin Sorter-Transporter. When folder finishes lot, all pieces are sorted.



3

Since all bundles have number ending in 1 to 9 or 1 to 0, sorting into bins numbered 1 to 9 or 1 to 0 is fast, easy . . . does not slow down folder's production. Completed lot goes to checker-wrapper without extra handling.



4

No sorting department needed. Checker-wrapper moves Bishop bins into position, checks each bundle of shirts against list, then wraps. Sorting by this system is faster, more accurate, less costly than by old method.

BISHOP SORTER-TRANSPORTERS

Save one handling of every shirt . . . cut hours per day from bundle processing time. Ten bins fit either 9- or 10-bundle system. Two types: For shirts (bins 10" wide, 15" high, 18" deep), No. B29-1010, \$69.00; for wearing apparel (bins 13" wide, 15" high, 18" deep), No. B29-1013, \$79.00. Ask for details.

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FOR
FREE
BOOK

Clip this coupon today

G. H. BISHOP CO., 1600 Foster St., Evanston, Ill.

Please send full information on unit sorting system in which folders do the sorting; also details of Bishop Sorter-Transporters.

PLANT _____

BY _____

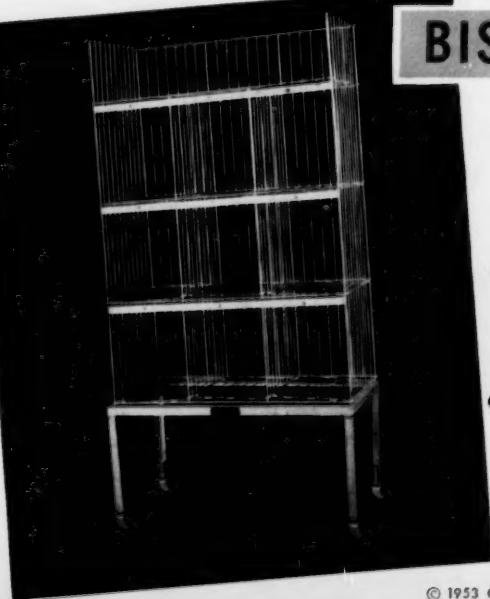
TITLE _____

STREET _____

CITY _____

STATE _____

OUR JOBBER IS _____



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G. H. BISHOP CO.

EVANSTON, ILL.
(A SUBURB OF CHICAGO)

MANUFACTURERS SINCE 1893

Operator simply slides load out from 'Slyde-Out's' waist-high shelf.



"Troy 'Slyde-Out' washers get clothes
*as clean as...
 or cleaner than
 open pocket machines'*"

... say 91% of users reporting in nationwide survey

Hundreds of actual users willingly expressed their opinion of the washing quality of Troy 'Slyde-Outs' on all kinds of soil, in a recent nationwide survey among laundries using 'Slyde-Outs' for as long as 5 years. 91% of these laundries stated that their 'Slyde-Out' Washers get work as clean as or cleaner than open pocket machines. You can depend on the evidence presented by these experienced laundry operators.

**EASY UNLOADING TOP
 ADVANTAGE**

These same laundries overwhelm-

ingly named ease and speed of unloading as the most important advantage of the 'Slyde-Out' Washer. The 'Slyde-Out' shelf eliminates back-breaking labor and steps up production. 'Slyde-Out' Washers can be unloaded as quickly and easily as dump-type washers, yet cost much less and have no complicated mechanisms to get out of order. 'Slyde-Out' users know from day-to-day experience that they have a labor-saving washer which produces quality work, at moderate cost.

Let one of the satisfied 'Slyde-Out' users tell you in his own words. Just fill in the convenient coupon for the names of 'Slyde-Out' users near you. Visit with one and see for yourself how clean a 'Slyde-Out' washes and how easily and quickly it unloads.

TROY LAUNDRY MACHINERY, Dept. SLJ-154
 Division of American Machine and Metals, Inc.
 East Moline, Illinois

- Send me the names of 'Slyde-Out' users near me.
- Send me a catalog on 'Slyde-Out' Washers.
- Have a Troy representative call on me.

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ATTENTION OF MR. _____

Troy LAUNDRY
 MACHINERY

DIVISION OF
 AMERICAN MACHINE AND METALS, INC., EAST MOLINE, ILLINOIS
 World's Oldest Builders of Power Laundry Equipment



FACE-LIFTING PROGRAM included addition of "drive-through" window and canopy at left of call-office door (center of picture) and a 60-by-20-foot quick-service plant (at left) with 10-car parking space

Puyallup's new management finds that

Showmanship Can Sell Laundry Service

to the tune of a \$9,000 increase in six months

By JAMES A. BARNES

THE FLOWERS THAT BLOOM in the spring can bring promise of ringing cash registers, according to Ed Christie, owner of Puyallup Laundry & Dry Cleaning Co. in Puyallup, Washington.

When Mr. Christie opened his new quick-service operation at the plant last May he painted it bright green, in contrast to the red brick below the windows, and bedecked the entire front and side with hundreds of daffodils in full bloom. The opening coincided with the annual Puyallup Valley Daffodil Festival and gave Mr. Christie a perfect opportunity to demonstrate the flair for showmanship which has characterized everything he has done since purchasing the plant from the Home Service Co. of Tacoma in April of last year.

This showmanship is not confined to the quick-service plant alone. Last June Mr. Christie remodeled his call office and added an attractive "drive-through" window at one corner of the plant from which customers can be served while remaining seated in their automobiles. It features a marquee of colorful fiber glass, a trans-

lucent material from which awnings for the front of the building are also made. Bright daffodil decals decorate the windows along the front as well as the side of the building.

The inside of the plant was completely redecorated. The main laundry and cleaning rooms were painted Arcadia green and the manager's office a softer green. Mr. Christie's own office is small, L-shaped, and the walls are entirely of striated plywood. The doors are painted pearl gray with black trim, gold on the moldings and Chinese red along the jambs. Two walls are Chinese red, one and a half walls pearl gray, and the other walls are chartreuse. The draperies on the window overlooking the quick-service store are gray, and gilt paint trims the wall decorations.

A yellow flatwork ironer

When we saw that the flatwork ironer was painted daffodil yellow, we thought Mr. Christie might have carried things a bit too far; but he quickly explained that it helped accomplish two of his main objectives. First, it added to the over-all sales

appeal of the laundry room when visitors, of whom he has scores, view the operation. Secondly, but no less important, it has contributed to the general uplift in employee morale which the entire decorating program has created.

Whether bedecking the outside of your building pays off or not, at least one small item recently did for Mr. Christie. The railroad trains which run through Puyallup pass right by the plant. It attracts the eyes of thousands of persons from all parts of the country and constitutes a fine advertisement for the city. In his enthusiasm for his home state and town, he has used the slogan, "Isn't it wonderful to live this close to heaven?" with a picture of Mt. Rainier on the windows and on his route trucks. On a large sign at the end of the building, he has painted so that all train passengers can see: "Visitors and Conventioneers—Look around while passing through the largest daffodil and berry center in the world. While you are here, try and visit Mt. Rainier."

To many laundryowners, painting such a sign might seem pointless, since it is not direct advertising. To Mr. Christie, it was just a normal outlet for his enthusiasm and pride in his business and city. An unexpected result was a contract with the Rainier National Park Company to do all its laundry work.

To say that the plant was opened, as it was after Mr. Christie bought it, with an open-house party is telling only half the story. More accurately, visitors are attracted to the premises daily by various appeals.

For instance, Mr. Christie has his



CUSTOMER ON WHEELS picks up finished laundry bundle without getting out of her car

route salesmen tell their customers that they can bring their rugs to the plant on Saturdays and have them cleaned for half price. When the women arrive, they are conducted into the plant where they watch their own rugs being cleaned. They are told that, since they carried them in themselves, they are being charged only for the cost of the supplies and that, if they give their rugs to the route salesmen in the future, they will be treated with exactly the same care at the regular price.

From that time on, Puyallup's route salesmen have the 100 percent confidence of those housewives. And these women do Puyallup's advertising for them by telling their neighbors!

In the quick-service store the attendants dry every new customer's wetwash bundle free the first time she comes in. Then they explain to her about the full list of services the plant offers. If the customer has brought in any shirts in the wetwash bundle, the counter girl will frequently offer to finish them free, carefully explaining that they will gladly do them for an extra 20 cents each in the future.

A dry-only service

Every day it rains Mr. Christie runs spots on the local radio broadcast (during the daytime only) telling Puyallup housewives they can get their home-washed work dried for a nickel a pound at the quick-service store. While extracting and tumbling this work, the counter girl will make the above free-shirt-finishing offer.

The net result of all these efforts at the quick-service store is that 25 percent of the bundles now coming in contain some work to be finished. Ninety percent of the work coming in has no mark on it; indicating that the work had not been done in a laundry before.

When we were there we noticed a corral with a pony in it at one end of the plant. Inquiry revealed that Mr. Christie, whose hobby is horses, has always had a secret desire to give a pony to some deserving youngster. Plant employees, upon learning this, voluntarily collected funds, bought the pony and presented it to him for that purpose.

Mr. Christie set about making a plan to determine who the lucky boy or girl would be. He had small tickets printed on which any youngster in town could write his name, address and phone number. The kids could get the tickets from any Puyallup route salesman or by stopping at the store. They were also included in all laundry and cleaning bundles. No



SHOWMANSHIP IS NOT CONFINED to spring. These choristers, watched over by an angel, atop the quick-service plant were part of the religious motif at Christmas. A manger scene, complete with live sheep, occupied an area at side of plant. Nine truckloads of Christmas trees and greens, window paintings executed by employees were used to decorate the building

purchase of laundry or drycleaning service was required. The rules merely stated that the tickets must be deposited in a box located at the plant. Award of the pony was to be made by drawing a ticket out of the box on November 21 and the lucky ticket holder need not be present to win.

Mr. Christie estimated that he would secure 50,000 cards before the drawing was made. The cards would then be used to build a mailing list and, also, for personal follow-up by the route salesmen. It appeared to us that, in addition to promoting the business, Mr. Christie was preparing to get more kick out of awarding that pony than the winner from receiving it.

Quick-service philosophy

As to his philosophy regarding his type of quick-service store, Mr. Christie believes that it should be a secondary service; not the primary appeal. He says, "Keep it small and try to do all the work in the main plant. Then your capacity is unlimited."

He practices what he preaches. The store is at a side of the building; not in the front. About 60 percent of the poundage coming into it is processed in the main plant, although few of his customers seem to realize it. From the outset they never did seem to want self-service. Not one out of a hundred today even wants to load her own machine.

Except for a minimum charge of 25 cents per bundle, there are no extra charges. A flat 10 cents per pound is charged for a wash-dry-fold bundle

with shirts finished at 20 cents and pants at 30 cents each. If flat pieces are to be finished, the entire bundle is priced at 12 cents per pound (one cent less than route customers are charged for flatwork) and the rest of the bundle is washed, dried and folded. A wetwash bundle is priced at 6 cents per pound and articles for finishing are accepted from this bundle, too.

Both the quick-service store and the call office for the main plant are open from 7:30 a.m. to 6:00 p.m. Work for the former can be left at the call office but customers are asked to pick it up at the quick-service store. A full-time and a part-time girl handle the entire store operation. However, business has increased at the call office to the point where two girls are now required instead of the original one.

Puyallup operates nine routes with a combined weekly average of approximately \$5,500. These routes have continued to grow since the opening of the quick-service store. The call office was averaging \$1,000 a week when we were there in October, representing an increase of approximately \$400 weekly since Mr. Christie bought the plant. The quick-service store averages between \$250 and \$350 per week. The ratio of drycleaning to laundry sales from the three sources is just about half and half.

In the first six months of his regime, Mr. Christie's showmanship has helped boost sales by \$9,000 over the corresponding period for the preceding year. And, according to his plans for the future, he doesn't plan to stop there. □□

Dry Cleaners,

Laundries..... **SINGER** has

the machines

178-1

you need for

114

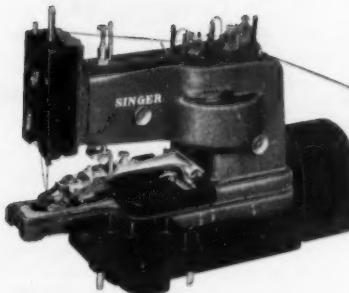
*fast button
replacement*



**SINGER 178-1
HAND-POWERED
BUTTON SEWER**

*For two or four hole flat
buttons from 10 to 35
ligne*

- It's instantly adjustable to either 2 or 4 hole
- Sews buttons on everything from waiters' coats to infants' wear
- Automatic stop after each button
- It's portable for your convenience. Mounted on a Column Stand, it takes up little floor space, is easy to move around.



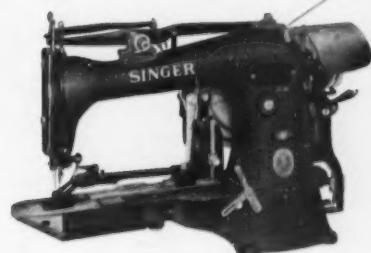
SINGER CLASS 175 BUTTON SEWERS

For two or four hole flat or shank buttons, blind stitched or stitched through and through (with or without stay button). Also sews on snap fasteners.

- Automatic stop after each button
- Maximum speed - 1,000 stitches per minute
- Special SINGER Dubbilstay stitch is extra durable

Machine 175-60 takes flat buttons 10 to 120 ligne and shank buttons up to 50 ligne. Machine 175-61 is for flat buttons 10 to 120 ligne and shank buttons up to 28 ligne.

NOTE: For shanking or necking buttons away from the material, machines 175-47 or 175-52 are recommended.



**SINGER
CLASS 114
BUTTON SEWERS**

*For two or four hole flat
or bar buttons, 10 to
50 ligne, and for snap
fasteners.*

- For use on shirts, blouses, pajamas, dresses, and other articles of light and medium fabrics.
- Cylinder bed makes sewing easy on small or tubular articles
- Readily adjustable to button size
- Single thread chainstitch. Flat work plate available

SINGER SEWING MACHINE COMPANY

Manufacturing Trade Department • Branches In All Principal Cities



Send this LAUNDRY LIST with your bundle

Send this LAUNDRY LIST

STAPLETON Service LAUNDRY

list of laundry send us

STAPLETON

Just what the doctor ordered...

This is one way to protect your

FUR COAT

our mark—get set e ready for

SPRING

Men's List

Shorts

Pants

Night Shirts

Underwear

Dresses

Union Suits

Socks

Hankie-charts

Uniforms

Stocks

Women's List

Aprons

Dresses

Night Gowns

Slips

Blouses

Parries

Hankie-charts

Flat Work

Hopkins

Towel Cloths

Dishes

Luncheon Cloths

Scars

Hand Towels

Kitchen Towels

Bath Towels

Pillow Cases

Sheets

Mattress Covers

Pads, Bed

Pads, Table

Business Single

Business Double

Bath Mats

Wash Cloths

Curtains

Spreads

Children's List

Blouses

Dresses

Dresses

Pants

Undershirts

Undershirts

Boys' Shirts

Men's List

Shorts

Pants

Night Shirts

Underwear

Dresses

Union Suits

Socks

Hankie-charts

Uniforms

Stocks

Women's List

Aprons

Dresses

Night Gowns

Slips

Blouses

Parries

Hankie-charts

Flat Work

Hopkins

Towel Cloths

Dishes

Luncheon Cloths

Scars

Hand Towels

Kitchen Towels

Bath Towels

Pillow Cases

Sheets

Mattress Covers

Pads, Bed

Pads, Table

Blankets, Single

Blankets, Double

Bath Mats

Wash Cloths

Curtains

Spreads

Children's List

Blouses

Dresses

Dresses

Pants

Undershirts

Undershirts

Boys' Shirts

Pasteurized DIAPER SERVICE

New mothers and their babies can depend on Stapleton for the best Diaper Service in town. Twice each week we deliver hospital-clean, non-irritating Birdseye diapers... take away the soiled diapers. And we send you an effective, sanitary self-deodorizing disposal container, too.

70 diapers per week... \$2.20
(additional diapers — 10 for 30¢)

STAPLETON DIAPER Service

A division of Stapleton Service Laundry

GI 2-4450
in New York

WX 6776
in New Jersey

It's safer to
BURNS and
Woolens
in son's vaults

3 stored... from \$2.95
Glazing... \$7.95
for most furs
safe summer storage
... fur-trimmed coats
blankets... etc.

STAPLETON Service UNDRY

WX 6776
in New Jersey

STAPLETON Service UNDRY

WX 6776
in New Jersey

BUNDLE INSERTS are used constantly to remind patrons of other services available. These receive much more attention since they were combined with laundry lists. Perforations make list at extreme left easy to remove; customer's copy is not detachable from advertising text. Message changes every 30,000 bundles



BILLBOARDS carry generalized messages, keep Stapleton name in public eye. Examples shown here illustrate how copy is changed with seasons. Note

How To Improve Your Sales Promotion

Award-winning plant offers tips on:

1. *Improving direct mail campaigns*
2. *Increasing effectiveness of bundle inserts*
3. *Getting old customers to introduce new customers*
4. *How to keep advertising copy fresh and interesting*

By HENRY MOZDZER

THE EFFECTIVENESS of an advertising campaign is difficult to measure in dollars-and-cents return. But most laundryowners who carry on a continuous program soon become aware of the fact that one technique of presentation draws more attention than another. This ability to attract greater attention means the laundry-owner is getting more for his advertising investment.

The McCormick brothers, Edward

and Ernest, owners of Stapleton Service Laundry in Staten Island, New York, have been setting aside an advertising budget of 2½ to 3 percent of the total annual sales volume. The firm employs some 200 persons and draws volume from 25 routes (in Staten Island, Brooklyn and New Jersey) and the highly successful drive-in plant-store that has a cash-and-carry volume equivalent to five truck routes.

Here are some of the things the McCormicks have learned from their experience in the use of numerous advertising media:

Direct mail

Each year, Stapleton's holds an annual winter drycleaning sale which runs from January through February. Specials are offered on different items for two-week periods. Plain dresses may be featured for a couple of weeks



right-hand side of boards is fundamentally same, with signature and picture of plant used in all cases. This technique marks sign as one of series



AWARDS for their newspaper advertising and best use of direct mail in 1953 were received from the American Institute of Laundry. Here they are displayed by Joseph Duggett, general manager of the plant.

and then men's and women's suits, while other weeks are devoted to specials on coats, children's clothes and household furnishings (such as blankets, curtains, draperies and slipcovers).

In 1952 a printed postcard was sent out informing the customer of the special immediately coming up. This meant that during the course of the winter sale each prospective customer received a set of six cards. The six mailings represented a total of between 50,000 and 60,000 cards sent out for the period.

Last year (1953) Stapleton's tried to get by with only two monthly mailings, each announcing all the sales for that month. As usual, bundle inserts were used in conjunction with the mailings and 1/4-page newspaper ads were run the first day of every sales week. The only variable was the number of mailings, reduced from six to two. Results were below expectation, apparently indicating that people are

not inclined to keep cards on hand for future reference and that the four extra reminders had definite pulling power.

As a result of this experiment, Stapleton's returned to the six-mailing schedule for this year's annual sale.

Bundle inserts

Perhaps one of the lessons learned in the experiment with the direct-mail campaign had something to do with the change in format of the bundle inserts. How do you get people to keep an insert so that they may be exposed to its contents more than once? Well, most people are inclined to keep a duplicate record of everything they send to the laundry. Why not combine the laundry list and the regular insert into one piece?

That's just what was done and now each piece has a second chance to make an impression on the customer. This technique enables Stapleton to

WHAT TO SAY? To keep their ads alive and interesting Stapleton emphasizes different aspects of a particular special. In the example shown above note the continuity of the underlying theme, namely—"The 10c Shirt" and "The Big 20 lb. Bundle." The 10c shirt series of ads ran a total of 8 times during the months of March, April and May. In June four ads were used to make a bid for summer laundry, using "What's Ahead for the Summer" as a headline. The bundle and shirt pitch was still retained, however. This was followed by the "Big Bundle" series of six ads which appeared during July and August. By using a different approach, Stapleton was able to keep interest alive in these specials for six months.

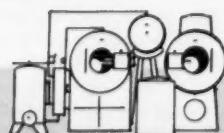
REGARDLESS OF WHERE YOU LOOK!



For all-round performance, efficiency and beauty—Hammond Dyna-Matic Washers are first because they incorporate EVERY desirable feature plus a rugged construction that means years and years of outstanding service!

Illustrated above are two 50 lb. Dyna-Matic washers and a 30 inch Stainless Steel Extractor with Stainless Steel Drain Chute.

the HAMMOND Automatic Washer is your Most Profitable Investment !



Hammond
LAUNDRY-CLEANING MACHINERY CO.
HAMMOND BLDG., WACO, TEXAS



SAVE \$ and C

IN STAPLETON'S Winter Cleaning S.A.L.E

2-week special FEB 5th to 17th

CHILDREN'S COATS-SUITS-DRESSES Dry Cleaned and neatly pressed **20% OFF**

PILLOWS Steri-Cleaned **69¢ each** **Reg. 95¢**

BLANKETS Laundered **69¢ each** **Reg. 95¢**

SLIP COVERS and DRAPEs **20% off** Laundered or Dry Cleaned

DRESSES **84¢** **Reg. 110¢**

and neatly pressed

STAPLETON Service LAUNDRY **Gibraltar 2-4450**

Mail your neighborhood Stapleton Serviceman or phone

Announcing our Annual Winter SANITONE DRY CLEANING SALE

DRESSES 89¢ **Reg. 95¢**

SUITS 89¢ **Reg. 95¢**

DRESSES 89¢ **Reg. 95¢**

Gibraltar 2-4450

STAPLETON Service LAUNDRY

Mail your neighborhood Stapleton Serviceman or phone

DIRECT MAIL in the form of printed postcards plays important part in Stapleton's sales promotion activities. About 10,000 of them are sent out in each mailing, going out anywhere from six to a dozen times a year.

The color of the cards varies and there are minor changes in copy but identity is retained by keeping the basic layout intact. Lumping the month's sales schedule on one card did not prove as effective as three separate mailings in this case. Special cards are also sent out at least once a year, cataloging all of the various services and listing base prices for each.

play up its many sideline services throughout the year and get more work from people who are already customers.

Mailings are used, of course, to attract new customers, as are broadsides (sometimes referred to as "throw-aways" or "circulars"). But since word-of-mouth advertising is considered the best medium, Stapleton from time to time encourages old customers to introduce new prospects. Here's the way it works.

Cards are sent to steady patrons inviting them to recommend persons not using Stapleton service. If the new prospect sends in two bundles, then the old customer is awarded a gift. In the past, these gifts have included \$2 worth of laundry service, sets of pots and pans, and vials of perfume. The merchandise has had more appeal among Stapleton's customers than the other types of gifts.

Stapleton also believes in proper follow-through in its activities. Letters from the company president go out to all new customers thanking them for their patronage. Each letter includes a brief postage-paid questionnaire which the customer is asked to return.

Specifically, the new customer is asked whether or not the first bundle was done satisfactorily, whether the service selected suited his needs, and whether the shirts were starched according to preference. The answers may be checked off and additional space is provided for comments.

Another example of how direct mail is used to follow through concerns the fur storage department. According to company policy no fur is cleaned unless the customer signs a card authorizing this service. This prevents possible misunderstanding when the garment is delivered in the fall. Around about July, a clerk is assigned the chore of going through the vault and cards are sent out to those customers who have previously requested "storage only" to remind them of this and offer them another opportunity to get the garment cleaned.

Monthly sales meetings

A good deal of the success of any campaign depends on keeping the sales force informed. To this end monthly sales meetings are held outlining the program of coming activities. No contests are held while sales are in progress but routemen are encouraged, from time to time, to push sideline services with immediate rewards in the offing. For example, a routeman may be given 25 cents for every water-repellent order turned in. This year the plant is participating (through membership in the New Jersey Laundry and Cleaning Institute) in the Oscar Award Contest in which the plant's leading salesman will be given national recognition at the annual Sales Executive Club banquet to be held at the Waldorf Astoria.

Newspaper ads

Newspaper advertising is the backbone of Stapleton's promotion program. Each year the firm contracts for about 4,500 inches of newspaper space. This arrangement has its advantages in that the space rates are reduced when bought in lump sums and it encourages continuous, long-range planning instead of spasmodic insertions of ads from time to time, which are considered of doubtful value. Stapleton runs at least one and as many as three ads per week during the course of the year.

While most advertising is employed to promote specific sales and specials it was felt that too much emphasis on the sales angle dulls reader interest and leads to diminishing returns on the investment. As a result Stapleton is currently experimenting with a series of institutional-type ads that serve simply to keep the company's name before the public. These are distinctive ads making effective use of white space and any mention of sales or price is conspicuously absent.

Stapleton also employs standard billboards and posters for route trucks and even calendars to carry generalized messages of the various services available. There's nothing static about its promotion program since each medium is constantly re-evaluated and changes are frequently made to insure the best use of the advertising dollar. □□

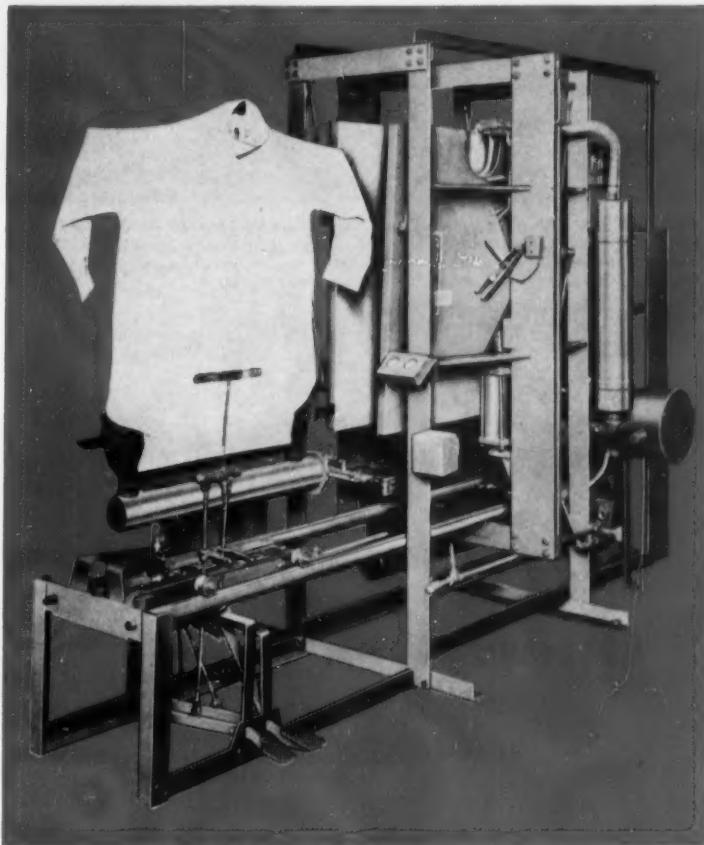


THE CABINET
BOSOM - BODY
Shirt Press

Completely machine finishes the front, back and yoke in ONE lay in 15 seconds with perfect quality.

A quarter century of progress in the industry gives you these outstanding features.

- Quick Drying — with exclusive AJAX high velocity heads.
- Easy to Load — easy to train new girls to operate.
- Expedites the shirt as a finished product — in a compact unit requiring only a cabinet sleeve and a collar-cuff press.
- Flawless shirts — a complete new approach to finishing.
- Field Tested — from smallest to largest plants.
- Simplicity of design — all steel construction for dependable service.



WRITE, WIRE OR PHONE FOR ADDITIONAL INFORMATION

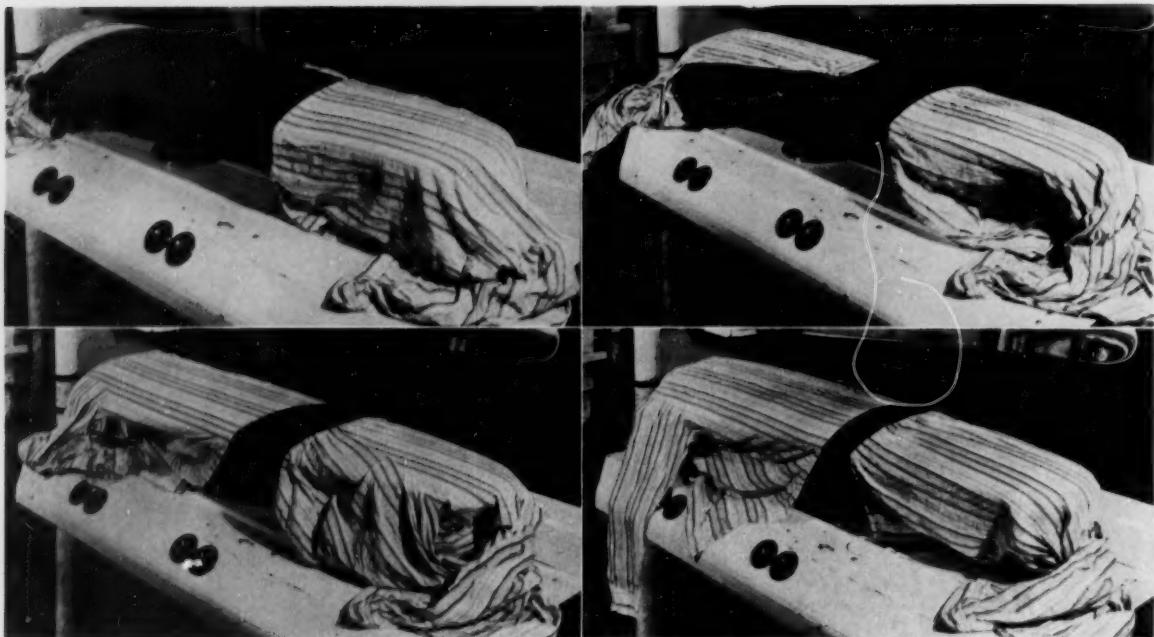
The New Ajax Bosom Body Shirt Press has been highly praised by enthusiastic laundrymen throughout the industry as a laundryman's dream.

WESTERN LAUNDRY PRESS CO.
 619 - SOUTH 5th WEST - SALT LAKE CITY, UTAH



Starchroom's Laundry Primer

Part XXIII



IN PRESSING PAJAMAS by the single-lay method, coats are pressed on wide end of buck; top of pants simultaneously on narrow end. TOP: At left, first lay includes collar and button strip of pants. At right, second lay includes a sleeve and next portion of pants. ABOVE: At left, in making first body lay shoulder of coat is fitted snugly around corner of buck. At right, back lay is completed when right seam is on far edge of buck and back of neck fits snugly around edge of buck.

How To Train Wearing Apparel Operators *(Continued)*

By MARGRET M. RESCHETAR

IN PREVIOUS ARTICLES we have discussed the finishing of uniforms, dresses and blouses. In so doing, we observed that the topping of these garments was done on the small presses; the skirting on the large press. We have also observed how men's undershorts are completely finished on the small presses.

Let's turn our attention now to pajamas. These are completely finished on the large press.

Naturally, it is desirable to get as much production as possible from

your equipment. However, there is a difference of opinion as to how this can be achieved. Some operators *think* they get ahead of the game by overloading the press; i.e., laying three or four sleeves on the press at once. Others make one or two simple lays at a time. I agree with the latter group.

It is true that it doesn't cost any more to dry four sleeves at a time, but consider the amount of time lost while loading the press. If the operator has placed three or four sleeves

on the buck, she must be sure that the first one doesn't slide off while she is laying the others. After she finishes loading all four, she must take the time to spray them. In the meantime, the pajama bodies are drying out. This means more time must be consumed in spraying when they are laid on the buck.

While all this is going on, what about the smaller presses? Not one lay has been made on them. For three to five minutes the heads have been down and the garments haven't been moved. Consequently, time is not only lost on the large press; valuable time in finishing other garments on the small presses is lost.

There are times when we do place more than one garment on the large press in our plant but *only if the two layers are simple ones*.

Another problem for the laundry-owner to consider is whether to have the pajamas pressed in single or double lays. As an example let's consider the type of pajama coat that buttons down the front.

In the double-lay method, the operator places the back of the coat on the buck first and folds the front of the coat on top of it. By the time she is through straightening out the lower portion, and then straightening out



Since its introduction a little over a year ago, Ad-Dri Bleach has been accepted as the most modern and the most convenient bleach by laundry operators everywhere.

Employing a new and outstanding advance in bleaching practice, Ad-Dri is added dry directly to the washer by means of the Dri-Ader measuring cup . . . eliminating all mixing and stirring, all the tanks, crocks and carboys. This convenience also means continuous and positive control of the bleaching operation. Ad-Dri in your wash is the sure way to maintain excellent whiteness retention with minimum loss of tensile strength.

Ask your laundry supply house for a copy of the 20-page Ad-Dri Bleach booklet; it contains valuable information for every laundry operator interested in improving bleaching efficiency and cutting bleaching costs.

HTH SODA BLEACH MIX

A special preparation for laundry operators who prefer a preproportioned mix of HTH and soda ash.

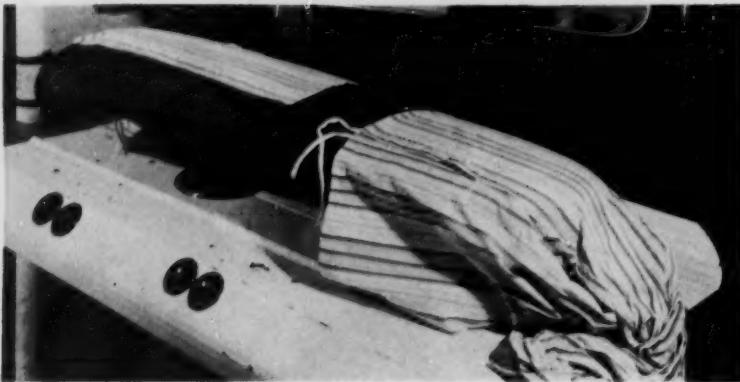
HTH GRANULAR BLEACH

A time-tested bleach which enables you to prepare a proper strength bleach solution as needed.



MATHIESON CHEMICAL CORPORATION
Mathieson Industrial Chemicals Division
Baltimore 3, Maryland

2076



BUTTONHOLE SIDE of coat and buttonhole strip of pants are laid on the buck simultaneously, as described in Step No. 6

the upper portion, much time has been consumed. Unless she is sloppy about her work and takes less time, she is usually at this station for three or four minutes.

We prefer the single-lay method, in which we use both ends of the press at the same time. Here is how we tell our operator to proceed:

1. Take the coat out of the damp box and make the collar lay *at the wide end of the buck*. (On our large press there is a little more curvature to the buck than on our small presses. To keep the garment from sliding off the buck, we place the entire collar and a small part of each lapel on the extreme edge of the wide end of the buck.)

Then make the first topping lay of the pajama pants *on the narrow end of the buck*. This lay is made with the button strip portion of the pants. The press is closed and the two lays are pressed simultaneously.

2. Make the first sleeve lay at the wide end of the buck. Include a portion of the shoulder. Then move to the narrow end of the buck and, *moving the material away from you*, make the second topping lay with the pants. Close the press.

3. Lay the other sleeve on the buck. Then, by moving the material away from you, make the next pants lay. Close the press.

4. Make the first body lay with the right, or button side, of the coat on the wide end of the buck. In so doing, be sure to fit the shoulder of the coat snugly around the corner of the buck in order to get a complete finish on the button side. Move the pants away from you and make the next lay. Close the press.

5. Pull the coat to the left and forward. This motion enables you to move the garment with ease in preparation for the back lay. When the right seam (the seam nearest the button side) is on the far edge of the buck, pull the coat to the right and fit the shoulder snugly around the corner of the buck to insure complete ironing. Close the press.

6. Pull the coat to the left and forward in preparation for the lay on the buttonhole side. This is the final lay. Pull the coat to the right and complete the lay. In so doing, make sure that the extra material under the buttonhole strip has been straightened out. This is done exactly as if the coat were a sport shirt. Place

the right hand at the center of the strip (thumb underneath, fingers on top) and move it along to the right end of the garment. Simultaneously, place the left hand in the same position at the center of the strip and move it to the left end of the garment.

Don't forget the last topping lay with the pants. This is made by placing the buttonhole strip directly over the button strip. This prevents "sunburst" wrinkles from being pressed into the portion that joins the two sides, just below these two strips.

Legging pajamas

Here is how we tell our operator to make the legging lays:

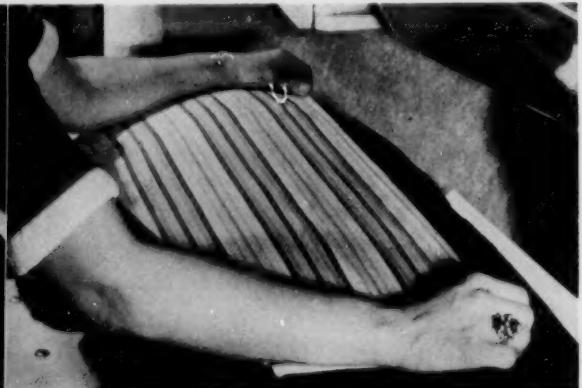
1. Grasp the seam at the cuff in the right hand (fingers on top, thumb underneath). The left hand grasps the seam in the crotch. While holding the leg in this position, shake the material and swing it forward on to the buck. In so doing, let the seamless, or far, side touch the buck first. The side held in the hands will land on the side nearest you. This should be done in such a way that your hands are near the center of the buck and, as you pull them back toward the near edge, the material is straightened out.

Frequently the seams are tight and tend to pucker up while you are straightening out the far side. To hasten completion of the lay in such a case, hold the near side firmly on the buck with your arms and straighten out the far side with your fingers. Close the press.

2. Repeat this lay with the other leg.

If the material is heavy and has a cuff-like edging, it may be necessary to turn the leg over and press it on the other side to get it dry. □□

Don't miss next month's issue in which Miss Reschitar will continue her series on the training of wearing apparel operators.



SWINGING PANTS LEG onto buck (left) and completing legging lay by use of forearms and fingers (right) as described in text



. . . there's been a lot of news in the papers lately, and a lot of loose talk in the form of over-the-fence housewife gossip that laundries just can't properly wash and iron sport shirts.

PROSPERITY® has kept pace with the Sport Shirt Trend . . . and offers the information and equipment you need for this new business.



Phone your jobber
or wire or write
us today for your
copy of -

THE SPORT SHIRT TREND

Registered Trade Mark of
The PROSPERITY COMPANY, INC.
Bronx, N. Y.
PROSPERITY

The **PROSPERITY**
COMPANY, INC.
Established 1919
Promotion Tools, Laundry Equipment, Laundry Chemicals
Trademark Prosperity
Reg. U. S. Pat. Off.
McGraw-Hill and Harry Nelson, Inc., N. Y.





FRONT OFFICE contains call counter, storage racks and line of seven open-end washers against one wall which still gives the operation a typical attended-service appearance

Service Outgrows Self-Service

From "help-yourself" start newcomer increases business over 300 percent in four-year period

By HENRY MOZDZER

THE POPULARITY OF SELF-SERVICE laundries has leveled off. This fact is confirmed in a recent survey co-sponsored by the American Institute of Laundering and Procter & Gamble among the nation's urban consumers.

During the past four years the number of customers making use of these facilities has remained a steady 12 percent—with 5 percent preferring the apartment-type setup and 7 percent the neighborhood-store-type operation.

The term "self-service" itself has fallen into misuse since more than half of the neighborhood laundry pa-

trons would rather have the operator do the washing for them. As a result the proprietors of these establishments find themselves faced with problems not unlike those of other laundry-owners. Competition is keen and they must find new ways of making their services more attractive.

In the process of attracting new business a few of these neighborhood plants have offered "sideline" services which have tended to make them almost indistinguishable from the commercial laundry.

A notable example of this transition is the plant owned by Sam Flint in Raleigh, North Carolina. It's grown

so fast there hasn't been time to identify it properly. It's known variously as a "laundromat," Sam's laundry, Halifax Shirt Laundry, Flint's Cleaners, or just Flint's. (We're confused now, too, but believe the official name to be Flint's Laundry and Dry-cleaning.)

In the course of four years, Mr. Flint has parlayed a home-washer-type operation into a full-fledged laundry with drycleaning facilities. Business activity in that period increased more than 300 percent. This, for a newcomer to the field, isn't bad.

Mr. Flint purchased a neighbor-
(Continued on page 30)

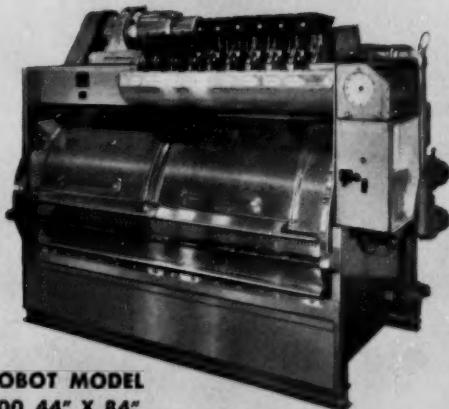


BACK-ROOM "sidelines" with laundry in foreground and dry-cleaning on raised section in background have become backbone of business, accounting for some 72 percent of total volume

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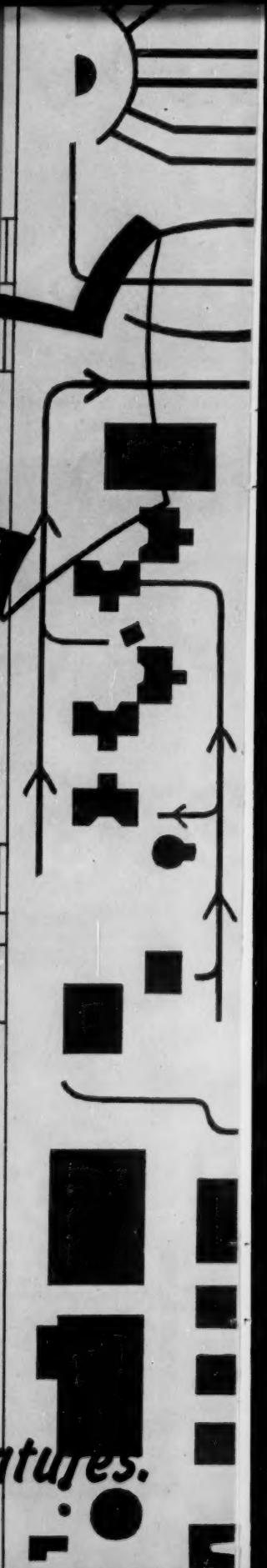
GUIDE TO PLANT LAYOUT

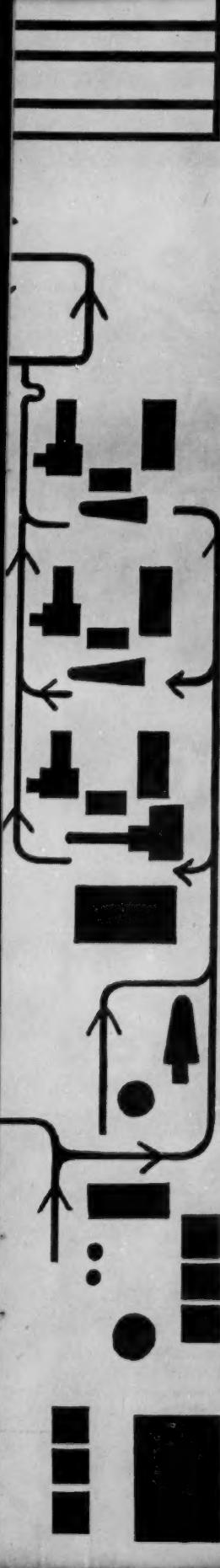
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National Cleaner & Dyer

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(Continued from page 26)
hood-store-type plant in 1948 when failing eyesight forced him to give up a 13-year career as a state and federal tax consultant.

The store had twenty-four 9-pound washers and one tumbler, and grossed around \$400 per week. The washers were, in time, replaced by seven 20-pound washwheels. The basic equipment was expanded to include two 20-inch extractors, two 30-pound tumblers and one small twin-cylinder type for fluffing small work. With prices at 5 cents a pound for wetwash and 7½ cents for fluff-dry, the weekly gross income jumped to around \$500. And the new setup required only two operators as against the former three.

Like so many operators, Mr. Flint realized that a lot of business was slipping through his fingers because the plant lacked finishing equipment. (In the survey mentioned above it was found that 96 percent of the neighborhood-laundry customers did not have their wash ironed. This may be largely because the service is not

available rather than because it is not wanted.)

Fire struck the plant in 1952 and its operations were suspended for five months. When the building was being reconstructed, Mr. Flint decided to enlarge the back of the plant and install complete bundle finishing equipment as well as a cleaning unit.

These "sideline" services grew up to become the tail that wagged the dog. Today, 44 percent of the volume is finished laundry, 28 percent fluff-dry and 28 percent drycleaning. The gross weekly income rose to between \$1,600 and \$1,800 and profits last year ran to more than 8 percent. All work is strictly cash-and-carry.

The back-room laundry consists of a 50-pound washer in which shirts and other whitework are washed and starched, a 25-pound washer for fragile fabrics and fugitive work, and a 50-pound, side-loading washer for family bundles. These are serviced by two 17-inch extractors and the work is finished on a 2-girl, four-press wearing apparel unit.

Shirts are a major item at Flint's. At 17 cents apiece they account for about one-half of the finished laundry volume. A 2-girl, four-press finishing unit is used to process the 2,000-2,200 shirts which come into the plant each week. A flat press is currently being installed for flatwork finishing.

The drycleaning department consists of a 21-pound synthetic washer with a recovery unit, a spotting board and several utility presses—all arranged in a step-saving layout.

Five thousand square feet of floor space provide ample room for all departments and the 14 full-time employees.

The plant has all the work it can handle and does no advertising. The only ad run was that announcing the plant's reopening after the fire. With debts still to be paid off, management doesn't want to encourage any more trade which will require additional purchases of equipment just now. □□

Simple Washroom Standards

YOU CAN SET UP standards of efficiency within your own plant which, though they may not be worth much in comparing your plant with national figures, or with other local plants, will tell you a great deal that you should know about how you are doing month after month.

For example, washroom production figures are not kept by the majority of plants. Yet, washroom labor is expensive labor, and the cost may easily exceed the cost of such major departments as shirt units, press lines, and marking and distributing. Many California laundries do not weigh their wash loads, and therefore comparisons on a pounds-per-day basis are impossible. But, there are some very simple yardsticks you can use to compare week by week or month by month—and you should be keeping some sort of record.

One of the simplest production records in the washroom is "Dollars produced per operator hour" which corresponds roughly with shirts per hour, or standard pieces per hour in other departments. The figure is arrived at by dividing the total sales by the total washroom hours for the same period. In a fairly efficient family type plant with average equipment this should give you a figure of around \$45. This figure can be valuable to you if you keep it over a series of periods, comparing each with the previous period,

because it gives you a sort of measure of the production of the washroom. If your plant leans heavily to shirts, with high price per pound washed, you will naturally expect to get a higher number of dollars produced per hour than if you have a lot of commercial flatwork. That's why the comparison between plants is not valid unless adjustments are made for the prices, type of work, and equipment available. But, in your own plant, these factors change slowly, so that this "\$ per hour" production figure can mean something to you.

One important note on all production figures is now recognized by progressive laundrymen—that is, there is no longer a top on production. The mental sonic-barrier that once made laundrymen satisfied with certain production figures has been broken through time and again, and there is convincing proof that quality does not suffer as production increases—as a matter of fact, it usually improves. An example may be taken from the case history of a Los Angeles plant whose washroom production of around \$60 per hour topped other plants the owner checked by at least fifty percent. For a year this plant was quite content with this figure, but an emergency during a vacation period left them without adequate man-power in the washroom, and they could get along without it very nicely. The plant

now produces \$75 to \$80 per hour in the same washroom (with, of course, a high percentage of shirts), and management recognizes that that is by no means the ultimate production possible. Additional automatic equipment would raise this figure considerably, and management is now justified in planning the installation of newer types of washroom equipment.

Percent of sales is another simple check on washroom efficiency—this measures labor *cost* against sales, while the check above measures labor *hours* against sales. If you have more than one man in the washroom, both checks will help you. Average pay per hour in cases where you have several men at varying rates helps you keep a check on the relative hours being put in by the men.

The advantage in the above methods of watching production efficiency is that they arise from figures you already keep. Poundage, number of loads washed, and similar checks require additional record-keeping in the plant. It really doesn't make much difference what kind of check you make—the important thing is to make some kind of a check on a regular basis. With the thousands of details on management's mind these days, it is virtually impossible to keep figures in your head, or to glance over a payroll and find any real meaning in it.

(California Laundryowners Ass'n)

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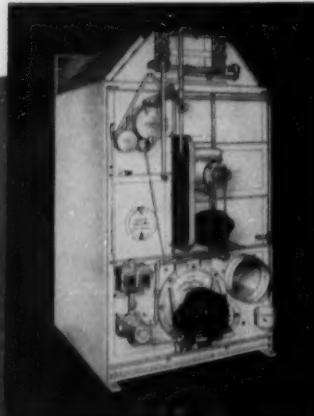


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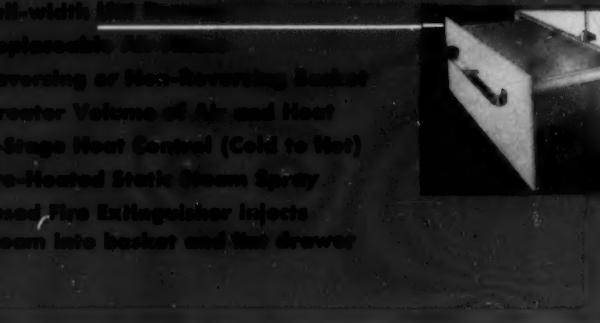
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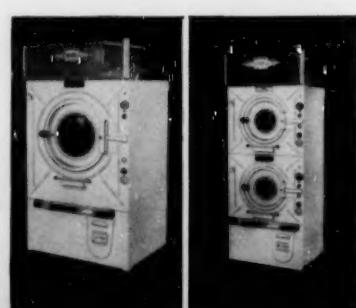
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WASHWHEEL ROW consists of 12-bundle-per-hour open-end washers for family laundry and 125-pound side-loading washer for shirt-only bundles. Laundry department is now in third year operating on 16-hour-per-day schedule

Small Unit Setup Clicks in Kentucky

Laundry department enters third year operating on 16-hour-per-day schedule to keep pace with demand

By HENRY MOZDZER

THE INDIVIDUALLY WASHED family bundle seems to have a definite appeal to the patrons of Swiss Cleaners and Laundry in Louisville, Kentucky.

Since the service was first inaugurated in 1950, the demand has grown to the point where it now amounts to about 15 percent of the company's total volume of business. And that's not small potatoes when you consider that the Swiss plant with its 17 stores and 17 routes has a gross income neighboring around a million dollars a year.

The laundry department may be said to have begun its rise in 1947 when Swiss entered the shirt laundry field. Starting with two 2-girl units, business grew to the point where five units are now employed to turn out an average of 13,000 shirts per 40-hour week from shirt-only bundles.

The success of this operation encouraged Swiss to enlarge its scope to include family bundle work. Backed by an impressive advertising campaign and an all-around good selling job, the idea caught hold. The family laundry volume now matches shirt laundry volume dollarwise and is still increasing. Together, these two services now draw 30 percent of Swiss business.

Family laundry department

The family laundry department occupies a 34-by-90-foot room above the main plant and is accessible by stair and elevator.

Washing equipment lines one side of the room and consists of nine 20-pound washers and one 50-pound washer. All of these are of the open-end variety equipped with semi-automatic controls. The large washer is

used for large bundles and one of the smaller washers situated near the break table is specifically designated for handling fugitive items. A set of four 20-inch extractors, spaced at regular intervals, is located in front of the washers.

The far wall is fronted by a battery of tumblers while the other side of the room is given over to finishing equipment. This includes a two-roll 2-girl return-type flatwork ironer, four wearing apparel units and a 2-girl shirt finishing unit used solely for finishing shirts in the family bundle. A sock form and a handkerchief tumbler in the middle of the room round out the family laundry equipment.

The family laundry operates on two 8-hour shifts employing 13 persons, including the supervisor, for each shift. All of these except the supervisors work on an incentive system,

earning approximately 15 to 20 cents extra per hour in addition to their base rate depending on the amount of bundles produced and hours worked.

Three types of service

Swiss offers three types of family laundry service: finished, semi-finished and rough-dry.

There is a minimum charge of \$2 on finished service with flatwork costing 15 cents per pound and wearing apparel 45 cents. On semi-finished Swiss does a 14-pound bundle at a minimum rate of \$1.99 and charges 15 cents additional for finishing shirts. The rough-dry bundle goes 9 pounds for 99 cents and 8 cents a pound for anything over. Each service has a different color invoice and every order is processed individually through each station.

As the work comes into the plant it is placed in hampers and transported to the laundry by elevator. The girl at the break table weighs the bundle and puts the price on the ticket. She pins out the fugitive items and any accompanying shirts.

The bundle (along with the shirts) is then placed in a metal basket which will carry the work from washer to extractor to tumbler. Each basket is assigned a numbered "target" and this number is written on the ticket for identification purposes.

The target is grommeted along the edges and has a flag pinned through each grommet. The flag is hung on each washer used and serves to keep track of the customer's order. When all the flags are replaced, the order is completed and moves on to the next station.

One girl operates the eight wash-



FINISHING LINE includes standard flatwork, shirt and wearing apparel equipment; plays important role here since 85 percent of bundles coming into department are finished. Note individual lot carts carrying work from station to station

wheels and four extractors in the laundering operation; the girl at the break table washes the fugitives in the ninth. Following extraction, the work is moved to the tumblers.

All bundles are conditioned and on unloading one operator separates the bundle into flatwork, tumbler work, wearing apparel, etc. Each classification is placed neatly on the shelves of a three-tiered individual order cart and a flag from the target is assigned to each classification group. The target is placed on the top shelf of each cart as it is ready for finishing. When the cart finally arrives at the assembly table, all flags must be accounted for.

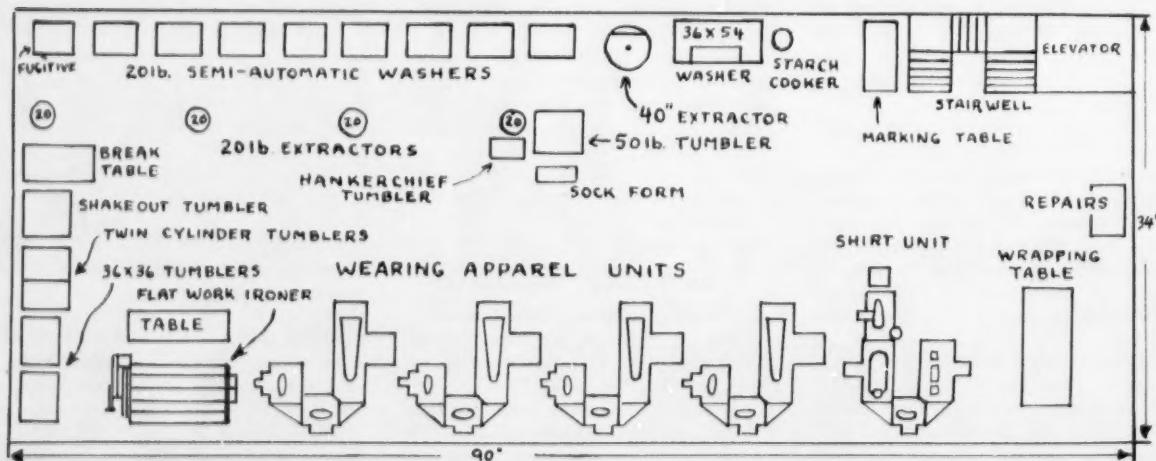
Swiss receives approximately 250 bundles each day. On the average a bundle weighs about 18 pounds and contains approximately 5 shirts.

While Swiss production is geared

for four-day service, one-day service on laundry is available for an extra charge.

Promotion-wise, Swiss makes wide use of radio spot commercials, running as many as 80 of them during the week. And when TV commercials are employed effort is made to get choice spots following popular shows such as "I Love Lucy" and "Robert Montgomery Presents." The most recent plan under consideration is to sponsor a TV film serial. Last year's advertising budget ran to about 4 percent of annual sales.

The family laundry bundle service is offered on routes and in stores, but at least three-quarters of it is sold on routes. This appears to bear out the fact that most customers like to have one man stop and take care of both their laundry and drycleaning. □□



COMPLETE LAYOUT showing orderly arrangement and good natural workflow of Swiss laundry department. Arriving by elevator, work moves around room in counterclockwise direction. Shirt-only bundles are processed in corner near stairwell, then returned to main floor for finishing. Shirt unit shown here handles bundle shirts only

BIGGER BUNDLES WITH BETTER

*Start
Finish*

It's the *first* bundle that counts with new customers! If it contains flatwork with that "perfection" RED EDGE finish, your routemen will go back for more and bigger bundles... You'll win satisfied customers and steady profits.

RED EDGE provides a resilient cushion for your flatwork ironers and presses. Its unique, *knitted* construction absorbs excess pressure on hems, seams and buttons, drinks up clouds of steam, and is highly resistant to scorching. RED EDGE saves money for you because it lasts far longer, requires fewer changes... saves time because it goes on and comes off quicker and easier.

Whether your problem is careful finish for particular housewives or the quantity production schedule of a linen supply plant, RED EDGE is your answer for pleased customers and plus profits. Try it in your plant today!



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FOR FLATWORK IRONERS: $\frac{1}{4}$ " and
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Whiter Shirts! Sparkling Colors!

That's what Armour's new brightening agent offers you and your customers!

Both HILO POWDER and GIANT POWDER contain this new wonder-working chemical called *Armosol*. And look at the difference *Armosol* makes!

The fabric on the left was washed in an ordinary detergent. Compare it with the fabric on the right—washed in a detergent containing *Armosol*. Look at the sparkle! Your customers will buy that difference.

HILO is a balanced blend of builders and medium titer soap, perfect for colors, which will remove dirt at safe, low temperatures. GIANT POWDER is a ready-built detergent with a high soap content and a titer of 41-42° C. Both of these detergents contain *Armosol*. And Armour's FLINT CHIPS is another dependable detergent, a quick-penetrating, high titer neutral soap with a minimum of 88% anhydrous soap and a 41-42° C titer.

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January 15, 1954

STARCHROOM LAUNDRY JOURNAL

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Laundry Personnel Relations

By HUGH R. STEPHEN

Vice-President, *New Method Laundries, Ltd.*
Victoria, British Columbia

PERHAPS THE BASIC REQUIREMENT of any personnel relations program is that we should be ourselves; and that the same philosophy of friendliness, the same belief in the worth and integrity of the individual which we employ instinctively in our relationships with our families and friends, we should carry also into our dealings with our employees. Because they, too, are people worthy of our friendship and interest and they, in their turn, can contribute to the fulfillment of our own lives.

I think I would be right in saying that 50 years ago you would have been hard put to it to find even mention of personnel relations among the problems facing management. Industrial units were mostly small and the relationships between the boss and his employees were taken fairly well for granted. Except within very narrow limits the state declined to interfere in these relationships, and unions had not yet arrived to usurp the employer's right to establish working conditions within his own plant.

From an address delivered at the 66th Annual Convention of the American Institute of Laundering, Los Angeles, California, October 9-11, 1953

With the arrival of mass-production techniques and the creation of industrial units of immense size and scope all this changed overnight. The easy, personal relationships established between the boss and his few employees gave way to the ferment and friction of our modern industrial civilization. Beliefs about our conduct in human association which had existed for a thousand years were cast contemptuously aside. Kindness was patronizing, instinctive generosity was labeled paternalism. In the process, it seems to me we lost our belief in many simple, well-tried standards of conduct and replaced them with formulas and cure-alls which are serving us none too well.

Worst of all, perhaps, by the crea-

tion of personnel experts, personnel departments and even degrees in personnel administration we began to foster the illusion that human relations in industry were something divorced from everyday behavior, a deep, mystic science whose secrets were discernible only to the chosen few. And so we set out to analyze and chart this mysterious process. We tested people, we sent them to psychologists, we asked them questions, we examined them and drew graphs and generally tried to turn them inside out.

This was the so-called "scientific" approach to human relations. We even began to use the jargon of the scientist. We said, "Let's find out what makes people tick"—as though we could reduce the human soul to the mechanical level of an alarm clock. It was all most logical, practical and exciting. And what a mess it has got us into!

In searching through an encyclopedia one evening I came by chance across the text of your own Declaration of Independence. And reading again those glorious words, which belong now not only to you but to the whole world, I could not help speculating on what might have been the historical result had the Declaration been written in terms of our modern approach to personnel problems. Perhaps something like this:

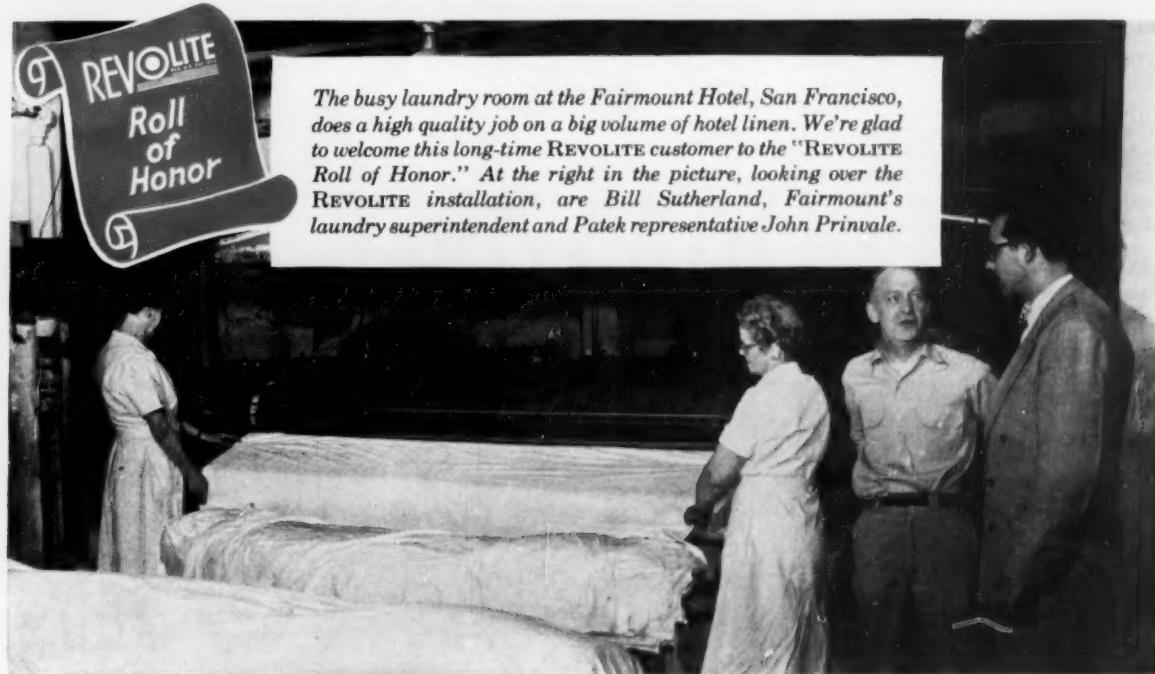
"We hold these truths to be self-evident, that minimum wage rates shall prevail, that men are endowed by their unions with certain inalienable rights, that among these are vacations with pay, rest intervals twice a day and time and a half on Saturdays."

Well, it might have made a very pretty personnel program. But I am tolerably certain of this, that had Jefferson worded his Declaration in terms of some of our modern thinking about the human soul it would have exercised so little appeal that your chairman would not have been introducing me today as "from across the line."

Fortunately for you—and for the world—Jefferson had not been trained



"I think you'll like it here, Frisby (at ease, men!) . . . yessir, one big happy family."



The busy laundry room at the Fairmount Hotel, San Francisco, does a high quality job on a big volume of hotel linen. We're glad to welcome this long-time REVOLITE customer to the "REVOLITE Roll of Honor." At the right in the picture, looking over the REVOLITE installation, are Bill Sutherland, Fairmount's laundry superintendent and Patek representative John Prinvalle.

In laundry roll covers there's only one **REVOLITE**

The record of economical, high quality ironing which has made REVOLITE roll covers the choice of leading laundries is based on several exclusive features:

SMOOTH FINISH: produced by REVOLITE's finer weave.

SUPERIOR FABRIC: woven of strong, selected asbestos; impregnated and coated with special thermosetting resin.

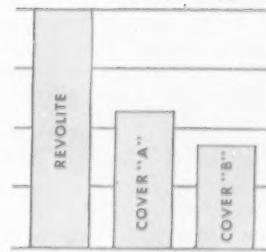
LONGER LIFE: fabric and padding stay on the job long after ordinary covers need replacement. REVOLITE covers actually cost less per year!

HIGHER PRODUCTION: REVOLITE covers can work at higher temperatures; make possible faster ironing speeds.

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REVOLITE LASTS LONGER



Average laundry cover life

ATLAS POWDER COMPANY
Stamford, Connecticut

 **Service from every angle**
... that's **REVOLITE**

in personnel relations—"certain inalienable rights, Life, Liberty and the Pursuit of Happiness"—and, mark you, none of those are cost items.

Certain inalienable rights. Increasingly, as I thought about this talk, it seemed to me this subject of personnel relations resolves itself into a recognition on our part of the basic rights or entitlements which we must recognize as possessed by all those who work for us, and which the economic relationship between us and them does not and cannot abrogate or alienate.

I believe that recognition of this principle is at the very heart of any personnel program we may wish to establish; and that until we ourselves are convinced of it, we have not taken even the first step toward a sound personnel policy. I find, too, that acknowledgement of this principle is growing among many of the larger employers of this continent.

For instance, here is how John C. Whitaker, chairman of the R. J. Reynolds Tobacco Company, puts it:

"Along with our concern for costs and profits we must assume personal responsibility for the spiritual climate around us. Good human relations can only exist when we accept responsibility for standards of decency and good manners in our relations with each other. We must do these things because people are *entitled* to consideration and encouragement; because people are *entitled* to an attitude on our part that they are honest, sensible individuals, interested in getting ahead; that they are *entitled* to respect for what they are and for what they are worth."

Now, what are these basic entitlements possessed by our employees? Let us consider the girl whom we have just hired to work for us as she presents herself at our door on the first day of her employment. Her wages, hours of work, vacations and general working conditions have very largely been determined by factors beyond our control. If these are not laid down in our union agreement they will certainly be dictated by prevailing conditions in other industries with which we compete in the labor market.

But over and above these formal articles of the contract between us, what are the great unwritten clauses without which we cannot long hope to engage her interest or capture her loyalty for us and for our organization?

1. I believe she is entitled to expect from us responsible and efficient management.

I am not trying to be facetious. But



"Promotions have to be earned, Johnson. How about marrying my daughter?"

it seems to me that the mere possession of capital does not in itself entitle us to enter the field of business and then to create working conditions which are an insult to the intelligence of the people who work for us. Absentee management, sloppy management, unenthusiastic management, inefficient management, careless management—these are the worst offenses which any of us can perpetrate against our employees or against the free enterprise system.

Therefore, it seems to me, the very foundation of sound personnel relationships is that we do our darnest to run the kind of business which our employees can respect. By employing the best production techniques, by providing the latest machines, by taking the best advice, yes, by making the highest possible net profit, we have already taken the longest stride toward a sound employee program. Because good human relations are rooted, in the last analysis, in self-respect. And none of us can retain our self-respect very long in an environment which offers us only frustration and self-defeat.

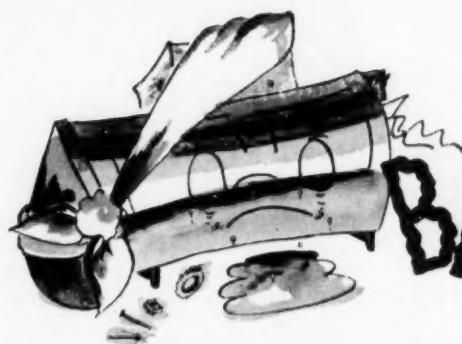
2. I believe that each of our employees is entitled to be recognized as a person.

Fortunately for us in the laundry business this is not as difficult an accomplishment as in the larger industrial units where the employment

of thousands of persons inevitably excludes top management from a close working relationship with its employees. But even with us it does demand a conscious effort.

And let me add this point that I firmly believe that any well-rounded program of personnel relations is the sole and permanent responsibility of the operator himself—and cannot be delegated. In the laundry business we are dealing primarily with people. Humanity, with all its frailties and all its glories, is the medium of our contribution to society. If we do not like people, if we do not find them interesting, perplexing, maddening, provocative but always challenging—then we have no business to be in our industry. And certainly no right to delegate our responsibility to others.

In all this complicated business of personnel relations perhaps nothing demands greater determination on our part than does this effort to understand our employees as persons, each one a highly individual mechanism, reacting in his or her own particular way to the varying circumstances of life. It demands, of course, that we know each of our employees by his or her first name and that we address them by those names on every possible occasion. Without attempting to pry into their private lives, nevertheless we should, through our intelligence system, be fully informed of the varying fortunes and misfortunes



Why risk COSTLY

BREAKDOWNS?

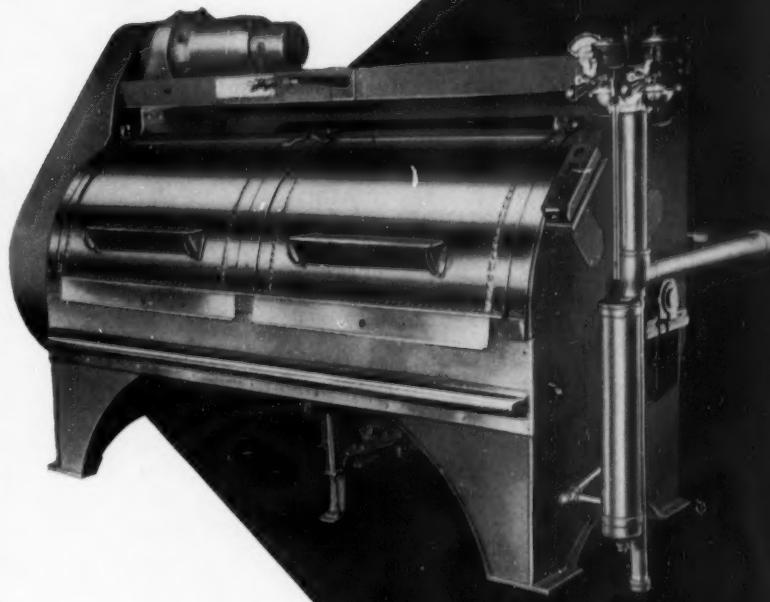
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of their lives as individuals. If they have suffered a bereavement, for instance, it is an easy thing to ring up the nearest florist and order a wreath. It takes a little more time—but to sit down and write a personal note of sympathy and encouragement is a gesture which will never be forgotten.

We have found it well worth while to send each of our employees a card of greeting on his birthday. It is quite simple, is signed by myself and is ready for him as he comes to work. This is a very small thing but you would be surprised how many of our employees will say to me, "I was feeling pretty low this morning because nobody had remembered my birthday. Then I found the card waiting for me and now everything seems O.K. again."

Trivial, you say?

Let me tell you of a small incident in our plant last year. Walking through our washroom one Monday I was conscious of the rather surly hostility of one of the men. I inquired of the supervisor and here is what I found. That morning this employee had returned from his two weeks' vacation. When I first passed him that morning I merely said "good morning" and walked on. But he had had a wonderful time and was just bursting and bubbling over to tell the boss about it. And the boss walked by as though he'd never been missed. "The so-and-so," he said to the supervisor, "he never even had the decency to ask me if I'd enjoyed myself." And he was right. I'd treated him as a number, not a person.

When our vacation checks are handed to employees now they carry a little slip signed by myself which reads as follows: "Happy Holiday! Just a note, along with this check, to wish you a very happy vacation. You have earned it, so my sincerest hope is that you greatly enjoy it." And I try to make it a rule now to catch each employee the day he returns from vacation and ask him how he got along.

How can we get to know our people as individuals? Here's one way. Sooner or later most of them go to hospitals. Well, it's an easy thing to send them some flowers and a little note. But in addition I have found it infinitely worth while to visit them in the hospital. And these two facts I can guarantee: No union will ever usurp the loyalty you win for your organization in the moments when you sit talking to a sick employee in the hospital, finding out how you can help, what is worrying him and whether his wife is making out all right without the breadwinner at home. And, secondly, you will never leave that hospital without getting your worries in a little clearer perspective or acquiring a keener sense of values.

Recognizing our employees as individuals and respecting them as persons does not demand some spectacular and formalized routine. It consists, rather, of dozens of quite insignificant gestures, carried out naturally and normally day in, day out. It takes time, it takes effort. But it is the single most self-rewarding thing we can achieve in our business.

3. I believe that each of our employees has the right to a voice in his own affairs, which includes his right to know where he is going in our organization, and his right to contribute to the best of his ability in the solution of common problems.

Consciously or unconsciously, I believe that management abridges this right more consistently than any of the others. **In too many plants today there is a curtain of silence between those who make decisions and those who carry them out.** I suspect that, in part, it is management's unconscious reaction to the intrusion of governments and others into so many fields formerly reserved for management alone. It is as though we have been living in a large house, with many windows. One by one we have been forced to raise the blinds until only one room is left us. So we retreat into that one room and with both hands hold the blind down, shut fast. "At least," we say, "we can preserve this little corner of our privacy."

And yet in so doing how tragically are we passing up the chance to tap in our employees that mysterious, that almost pathetic craving of every human being to belong, to participate in the common problem and to contribute to the common task.

Let's start with our induction procedure. Do we turn our new employees adrift upon a sea of silence and mystery? Or shall we give them a few stars to steer by? Like many of you we have found it well worth while to hand our new employees a small booklet setting out the basic information about our business. This booklet begins with a friendly welcome from myself and then in simple form those facts about our business we think they would want to know.

It also strives to inculcate in them some pride in and respect for the industry they are joining. And that is tremendously important. Let's never sell our industry short to the new employee. Let's tell him it's an honorable, vital, vastly important service they will be rendering to their community.

You know, it is highly profitable to contrast the methods of induction employed by the average firm with the initiation rites in, say, a fraternity or Masonic lodge. Why cannot we borrow something of the sense of drama and color and high obligation used by other organizations and so instill that deep pride in belonging?

And then, when they have become part of us, we must cement by every means in our power their desire for continued, intelligent association with our organization. By consultation, not just with supervisors, but with all our



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basic silicates for all formulas



■ Here are the economical soap builders for each formula in your plant. Metso Detergents offer you rapid, thorough soil removal; prevention of dirt redeposition and fast rinsing. You can be sure of top quality work from every load.

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employees. By saying, "What do you think?" "How do you feel about it?" "What's your idea on this?" By suggestion boxes, by labor-management production committees, by bulletin and poster boards, by house newspapers, by the fullest, simplest, most painstaking elaboration of the *facts* of every issue that concerns our employees.

At no time is this more important than when we make changes, particularly when such changes involve reduction in numbers of employees. The resistance and resentment of individuals and groups of employees can become so great that the change will actually be sabotaged. Simple advance notice is not enough to answer the deep-seated psychological fears which change involves. In advance we must explain, reason, convince. It calls for patience, understanding and, above all, a tremendous expenditure of time and breath. But if we will make the effort we will find our employees telling their friends they work "with" us rather than "for" us.

4. I do believe that each of our employees is entitled to expect from us that we shall give him the chance to make use of and develop his highest capacities and that we shall recognize his individual contribution to the common good.

In no area of our business is recognition of this right so vital as in our dealings with our superintendents and key personnel. What a tragic thing—yet how common it is—to see

a company engage a good supervisor; pay him a good salary and then frustrate him at every turn by interference and meddlesome intervention. If we have 50 people working for us I believe we achieve the highest measure of success by permitting each of those 50 the fullest extent of individual initiative and decision compatible with the responsibilities that go with the particular job. Our task then becomes one of welding and blending each of these individual capacities into a unified effort toward a common purpose.

Recognition. So simple a thing. I know several operators and I am sure there are many in this audience—who make it a point to congratulate one or two employees every day for something they have done in the organization. I have heard this referred to as "mental wages." I like that phrase, "mental wages." Encouragement, praise, credit where credit is due, the personal interest of the boss, they all add up to the supreme individual desire to be appreciated.

Countless time and money have been spent in research among workers to prove that actual wages do not rank first in an employee's scale of values. They could have saved their money; there was an excellent employee manual already available and, as I recall it, one of its most emphatic sentences said "man shall not live by bread alone."

5. I believe in the right of each of our employees to fairness and justice

in his relationships with his superiors.

My own experience has been that this is the single most difficult task we have to accomplish in our personnel program. I have seen employees do the most stupid, maddening and annoying things of which anyone could conceive two hands and one brain were capable. But I have never yet got them to admit they were wrong. By a mysterious and evasive process of reasoning, known only to them, they ultimately and invariably back me in a corner where I find myself defending management's part in the whole affair.

So fairness and justice become a little difficult of attainment when rights and wrongs are blurred. However, we *must* establish this principle in our plants, and all our employees *must* be made to feel that they will receive from us not only just decisions, objectively arrived at, but also a warm understanding which is lenient to small failings and tolerant toward human diversity.

I am very conscious that I have spoken in generalities. I have given you what in my opinion are the five main principles of any personnel relations program. The detailed application and interpretation of these principles must ever remain the sole and prized prerogative of the operator himself. In this way his plant then becomes, to an extent, a mirror of his own individuality and philosophy. So a plant acquires its own character, its own personality, and our whole industry is enriched thereby. □□

Launderers Visit NID

Seventy members of the Maryland-District of Columbia-Virginia Laundryowners Association met on December 2 for a one-day instructional session at the National Institute of Drycleaning, Silver Spring, Md. The group's president, Stuart Smith of Fauquier Laundry and Drycleaners, Warrenton, Va., presided.

Speakers were NID staff members: Harold LeRoy, superintendent of the Institute cleaning plant; Dr. Dorothy Siegent Lyle, director of consumer education; George Fulton, director of NID research, and John Ireland, supervisor of general course instructors. The meeting was planned to give members a better knowledge of drycleaning plant layout and production flow, a forewarning of 1954 fabric problems and an understanding of charged system cleaning.

Elastic Webbing Tests

A program to establish a minimum performance standard for elastic webbing used in men's underwear shorts has been launched following a meeting of representatives of the American Institute of Laundering, the Elastic Fabric Manufacturers Institute and the Underwear Institute. It is

hoped that the program will benefit manufacturers, retailers, the commercial laundry industry and the consumers.

Preliminary tests are now being run by the AIL and EFMI. Following up previous research, the current work will subject samples of elastic webbing to actual laundering conditions, as well as laboratory tests.

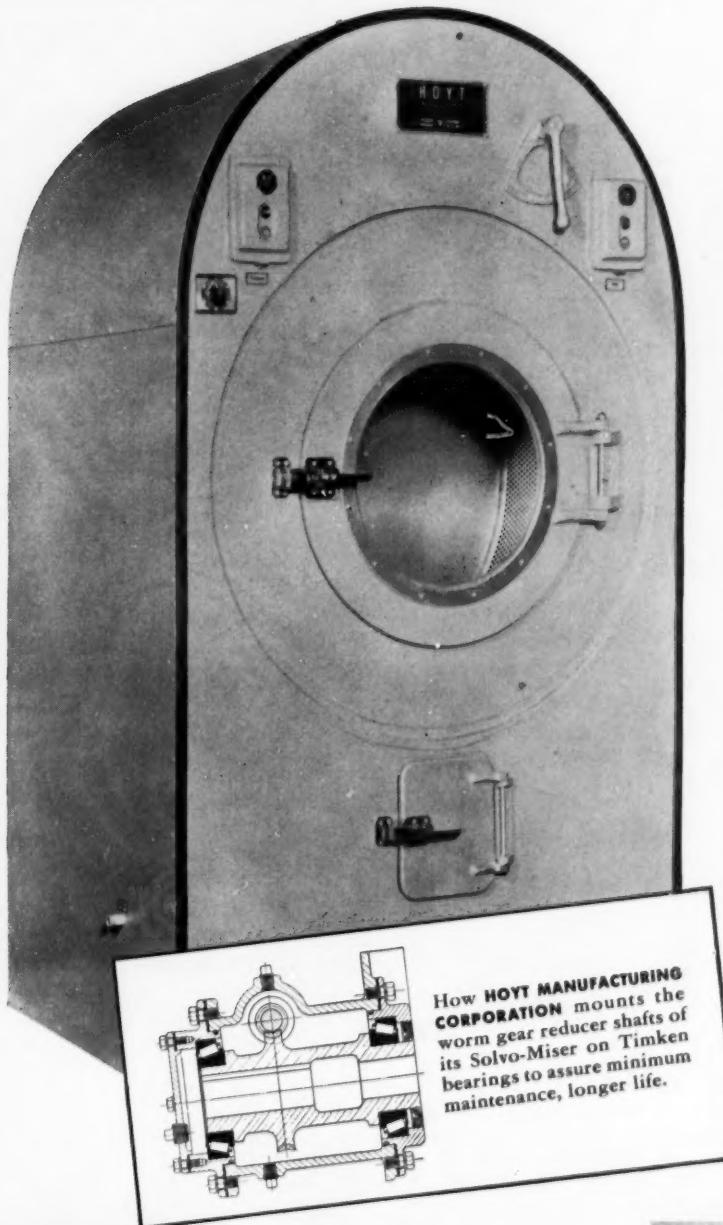
Institutional Textiles Study

Better service from institutional textiles is the aim of a committee which recently held its first meeting in New York under the auspices of the American Standards Association. Chairman of the committee is Clifford R. Gillam, general manager, Buck Hills Falls Company, representing the American Hotels Association.

The committee will consider development of specifications, test methods and performance requirements of fabrics for hotels, resorts, hospitals, restaurants, educational and other public institutions.

The Linen Supply Association of America will be represented on the committee by Robert Maslow of the Best Coat & Apron Mfg. Company, New York, and Murray Gordon of Modern-Silver Linen Supply Co., New York.

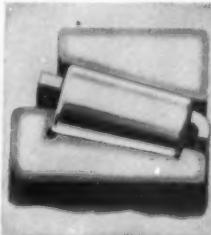
Sets perfect 12-month maintenance record at Barrett Nephews . . . with help of TIMKEN® bearings



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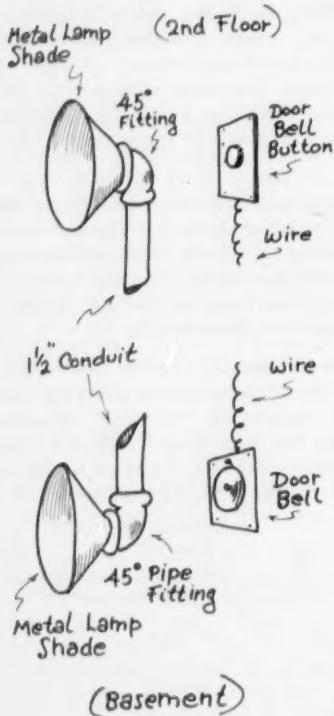
This symbol on a product means
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Rhapsody in Belieu

NOW I KNOW what they mean by that saying "California or bust!" . . . everyone misquotes it. It should read "California and bust!" Oh, well, it's just money, like we rich folks say.

Hardest part is getting used to living in a house again, after living out of a suitcase for six weeks in hotels and motels.

Cutest sign I saw was in Utah, advertising a gas station in Salt Lake City—outside the town in the middle of the salt flats—"Do not laugh at the natives."

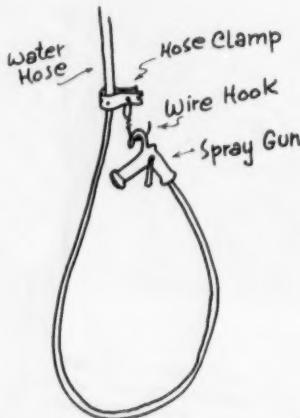


Simple Speaking Tube

Met lots of grand launderers on the way to the Coast. In Pueblo, Colorado, for instance, dropped in on my old friends the Flutchers at the Colorado Laundry. Seems their plant engineer might have been a seaman at one time, because he's rigged up a speaking tube from the second floor of the plant to his office in the basement. Pretty nice for quickly getting in touch with him from upstairs.

A length of 1½-inch conduit runs down alongside one wall. Beside the conduit also runs an electric wire which connects a doorbell button at the top of the pipe to a doorbell beside the bottom end of the conduit. Elbows at both ends of the conduit sport ordinary metal lamp shades for mouthpieces.

Whenever the super on the second floor needs the engineer, he pushes the button which rings the doorbell in the engineer's room downstairs. In theory, the engineer runs to the conduit and puts his little fat ear to the lamp shade to take the message. (Actually, engineer Leonard Dart walks over very slowly, in order to think up some new joke to tell the super, like "Dart's me, Boss!"



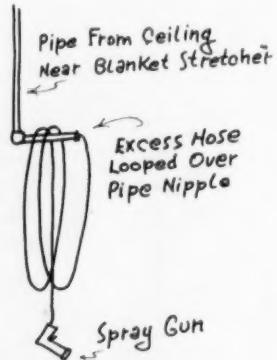
Spray-Gun Holder

Saw this in Marcel Pick's White Swan Laundry in Santa Fe, New Mexico. To keep the spray gun from being dropped on the floor at one spot in the plant, they make use of a metal hose clamp. This hose clamp is fastened to the hose at a convenient height for the operator, and is fitted with a heavy wire hook. When not in use, the spray gun is hung on this hook.

Low-Humidity Formula

Something I didn't know until now. Marcel Pick informed me the average summer humidity in Santa Fe is around 4 percent. Also, they've been

experiencing a bit of a water shortage, which has been a main reason for a change in washing formula on greasy overalls and uniforms at his White Swan Laundry. He washes with no hotter than 160-degree water at any time. On these types of heavily soiled garments he uses 1½ gallons of kerosene per 100 pounds of load at low water level (3 or 4 inches in the washer) for the break. This he flushes out, then gives the load a regular built-up suds, and dumps. Then (if I can believe my notes) he adds two pounds of salt to his 160-degree water, and follows with a regular rinse to complete the job in 40 minutes.



Spray Gun for Blankets

At the Colorado Laundry in Pueblo the Flutchers have found it makes stretching blankets a lot easier if the gals have a spray gun to moisten them. So, near the blanket stretcher a water line comes down from the ceiling to service a spray gun. When not in use the hose is looped over the end of the pipe out of the way.

Getting Rid of Fumes

Between Pasadena and Los Angeles is a community called Eagle Rock where a nice guy named Jerry Roos operates a plant known as the "Cleaning Bar," featuring shirts and dry-cleaning. Jerry has stepped up production on a synthetic cleaning unit by installing a solvent reclaiming tumbler. He ran into trouble with the authorities on the basis that the fumes might be injurious to his em-

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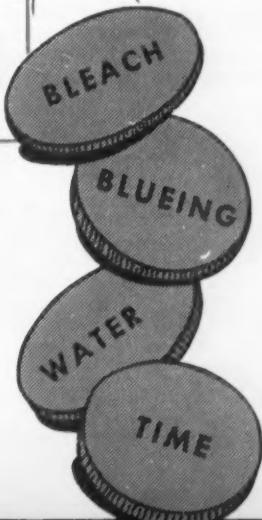


makes whites whiter

makes colors brighter

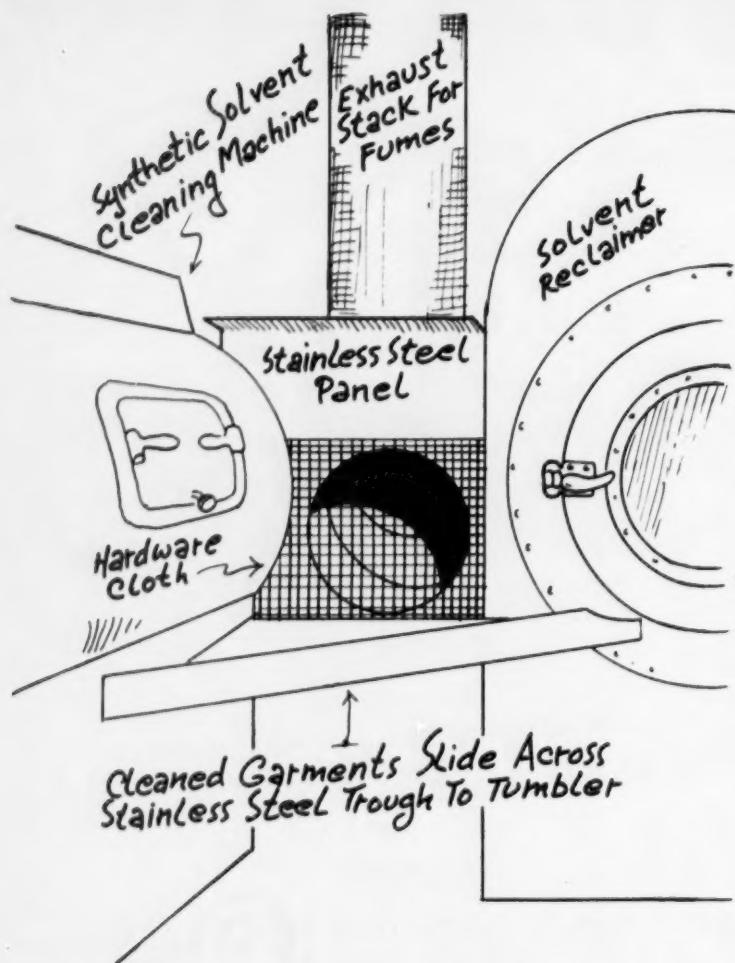
and you

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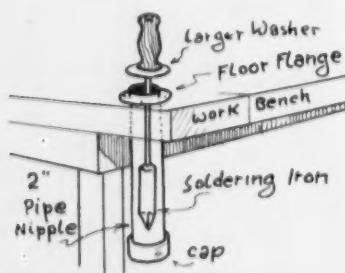


ployees during the transfer from the cleaning unit to the tumbler.

To eliminate this danger, Jerry rigged up an exhaust to carry away any possible fumes. He built a stainless-steel panel between the cleaning unit and the tumbler and a triangular-shaped trough connecting the two pieces of equipment on which to slide

the garments. The upright panel has a 10-inch opening at trough level to carry off the fumes.

A raised lip along the outer edge of the trough serves to keep the garments from spilling off the trough. To keep garments from being drawn into the exhaust hole, the opening is entirely covered with hardware cloth.



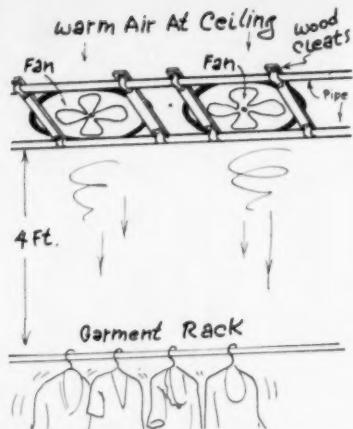
Protect Soldering Iron

Here's something for your maintenance man, either to keep his soldering iron from burning his workbench, or simply to keep it from too rapidly

losing its heat. Have him bore a 2-inch hole somewhere on the work-bench and mount a floor flange at its top. From underneath, screw about a foot-long length of 2-inch pipe into the flange, and add a pipe cap to the bottom end. Perfect spot for the iron. To get real fancy he can stuff a piece of steel wool into the bottom of the pipe and use it to clean the top of the iron when needed.

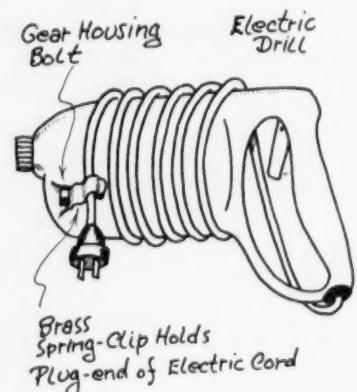
Air Drying Speeded

In Berkeley, California, I ran into a cleaning-department head who liked to air-dry more than the usual number



of garments. His dryroom facilities were limited, as was space in the plant, so he hit on a hurry-up plan that gets the job done faster and just as well as in the ordinary manner.

At one side of the plant he fixed up a pipe framework about 4 feet above a garment rack. On top of this rack he installed a couple of old ventilating fans so they would blow down on the garment rack, where he hung the garments he wished to air-dry. These old fans wouldn't blow out a candle on their best day, but they're just right for this job. They're enough to bring down the hot air from the ceiling and do a fine, faster job of air-drying.

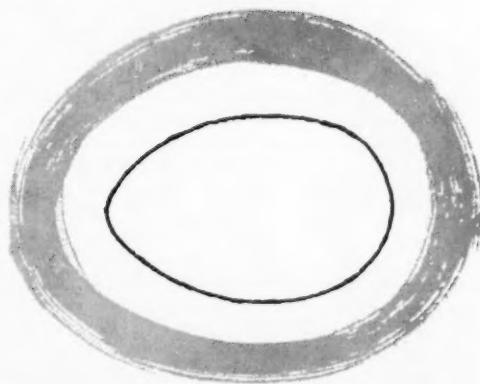


Winding Drill Cord

Here's my pet, because I too am the proud owner of an electric drill. The only thing is, when I'm through using it I have one time winding up the cord so it will fit in the box the drill came in.

No charge for this—I saw it in a service station in Arizona. The guy had fastened what he called a brass spring-clip on to one of the gear-housing bolts on the front side of the drill. When he gets through with the drill he merely wraps the cord around and around it and slips the plug-end under the spring-clip. □□

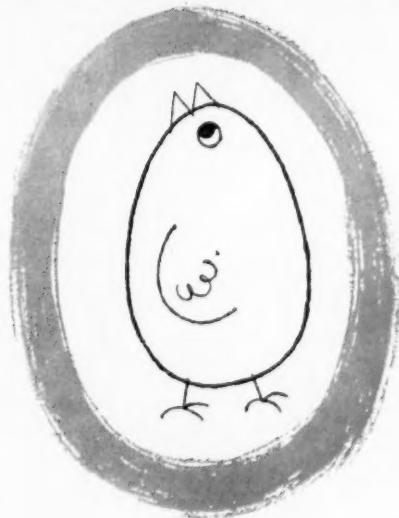
The age-old question of which comes first — the chicken or the egg — still hasn't been answered satisfactorily. But a far more important question — one affecting your business — *has* been answered.



How can you be sure of whiteness maintenance? The answer? First make sure of good soil removal. Get the dirt out properly and whiteness maintenance is bound to follow.

And if you want to be sure of fast, efficient soil removal — and whiteness maintenance — you'll get it with new improved Brex, the "break" that gives a better break to you and to your customers' clothes.

which comes first?



Note that "new improved Brex." It's true. Today's Brex is amazingly efficient. It does a faster, better job of soil removal — with a degree of economy that will really surprise you.

prove it with a 30 day test!

Try new improved Brex for 30 days and pass your own judgment. You'll like its finer results, its safety, its economy.



takes the dirt out — and keeps it out!

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In considering new delivery equipment

Which Type of Truck Body Should You Choose?

CHOICE OF THE PROPER VEHICLE is vitally important to fleets engaged in multi-stop operation; particularly in those cases in which driving is only a secondary phase of the routeman's job. For maximum economy it is essential that vehicles be chosen (1) to make the greatest effective use of the driver's time and (2) to spend a minimum amount of time in the shop for repairs or replacement of parts.

At present there are three basic designs in popular use for multi-stop delivery in the light-duty field: (1) the pick-up or express model, (2) the conventional panel delivery truck, and (3) the forward-control, "double capacity" units, available in either standard or custom models. Each is suited to a particular type of work and when properly applied and equipped with suitable component parts is highly efficient.

There are several different names for the third type of unit in the aforementioned list. We refer to the standard and custom designs offered by many manufacturers mounted on forward-control chassis with cab and body integral and featuring full standing room within the body. For convenience we will refer to these units as "man-high bodies."

The pick-up or express body has minimum initial cost and is most efficient for single-destination loads which do not generally require protection from the weather. The utility of this type of truck may be increased by installing canvas or metal covers for the load. However, the efficiency of this design decreases as the frequency of load handling increases, due to the relative difficulty of loading and unloading the cargo.

The conventional panel is also comparatively low in initial cost due to the fact that it is turned out on a production basis and uses a minimum amount of metal compared to the man-high design. It is particularly suitable for starting new routes, for single-destination loads or for special service trips in which the main purpose is to transport the driver from call to call with a minimum cargo of goods or equipment.

Man-high body

For operations which require many stops and much handling of cargo, the man-high body, either in standard or custom designs, is usually most efficient, and worth the somewhat higher price (based on initial cost per cubic foot of loadspace, the cost is actually lower). In some cases, special designs of the standard unit have been worked out, modifying dimensions to fit particular load requirements. Compared with the conventional panel, the man-high design provides greater cubic capacity on the same wheelbase and considerably greater ease of working the load on delivery operations.

Despite the rather obvious advantages of the man-high design for multi-stop service, it is surprisingly true that there are many operators, particularly those with small fleets, who are still using less efficient units. According to data supplied by the Automobile Manufacturers Association, of 848,009 trucks under 10,000-pound rating sold in 1951, only 28,867 were of the multi-stop design. Granting that many vehicles in this weight range are farm vehicles and special purpose units, the percentage of multi-stop design vehicles still seems remarkably small.

The majority of vehicles in multi-stop service are engaged in either of two duties, delivery of goods for a supplier to a customer, such as in retail delivery fleets, dairy and bakery fleets, etc., or as a service vehicle to move a technician and his equipment from job to job. In both types of service the man-high body has many advantages, and it is safe to say that there are many fleet operators who have yet to realize this.

Delivery service

Basic aim of a delivery fleet, whether it is engaged in package delivery, bread or milk delivery or other retail delivery work, is to move a maximum number of cargo units in the minimum of time at the lowest possible cost. With present high operating costs, the delivery cost per sales unit has an almost direct effect on the profit per sale. Thus it is essential

that delivery costs be kept as low as possible.

Studies have shown that the driver's pay is the greatest single item in delivery costs. It is thus important to obtain the greatest possible number of deliveries for each hour worked by the driver in order to keep the labor cost per delivery as low as possible.

Choice of the most efficient route truck is an important factor in reducing delivery costs. Studies made by vehicle manufacturers have shown that the vehicle plays an important part in determining the work which can be performed by a routeman.

The man-high design frequently means a time saving in making each delivery. Exact comparative data is not available, but for illustration, let's consider a route on which 120 stops are made in an eight-hour day. If a saving of 30 seconds is made at each stop due to greater accessibility of the load there is a total daily saving of one hour of the driver's time. At the present high rates for drivers, that's an important saving. The time gained can be used either by enlarging the route to include more stops or to permit the driver to spend more time with present customers or in developing new ones.

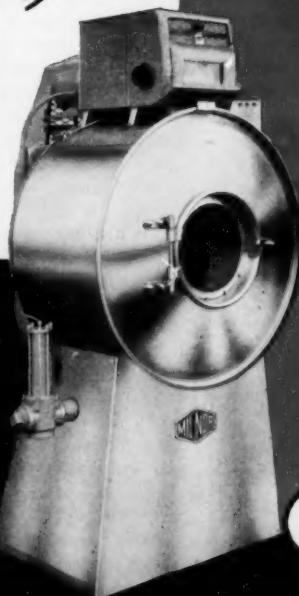
Another advantage of the man-high unit over the conventional panel is the ease of handling the load when making pick-ups or deliveries. There is less strain on a driver when he can stand in the vehicle while selecting items to be delivered; this means less fatigue and greater work capacity and has a direct effect on driver morale.

Here's a theoretical example to show how man-high bodies can improve the financial picture for route truck operators.

Let's suppose that a firm has a fleet of 20 conventional panel trucks operating at peak efficiency to produce an average gross weekly volume of business of \$325 per truck for a total weekly fleet gross of \$6,500. A net profit of two percent on gross volume is obtained. Drivers are paid a fixed weekly salary of \$75 and the total weekly volume of the fleet is fixed.

As an arbitrary figure, let's also sup-

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it is!"



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flexible sequence timer

Replaceable plastic formula chart may be removed and installed in a matter of seconds. Operator may cut his own special formula—or group of formulas up to fifty-five minutes maximum duration. Plastic chart will not absorb moisture and "short out." It will last a lifetime!

Full manual operation provided for the occasional dye job or other odd run, or while developing your own special formula.

Maximum flexibility provided during automatic operation. Mere flick of manual switches enables operator to overrule formula chart—to obtain all high or all low water levels—to cause washer motor to stop or run while draining at operator's discretion—to wash in hotter or colder water—all without changing formula chart.

The MILTROL is also available at nominal additional cost for installations where water must be heated by steam.



Control "holds" while filling and signalling so no washing operation will be skipped, even when low water pressure exists! High and low water levels controlled by two position float switch, and levels easily adjusted in the field.

The MILTROL signals with light and buzzer each time supplies are required and at end of washing cycle. Operator need only add supplies. Washer motor shuts off each time Mil-trol signals, to prevent unnecessary wear on garments.

Milnor's engineering skill makes the 1954 models the finest ever. Built of rugged stainless steel they are available in the 25 lb. the 50 lb. and 25 lb. Dual models. Install.

Milnor equipment in your plant and you will agree with laundry owners everywhere that Milnor is quality . . . that Milnor tops them all.

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SEE OUR DISPLAY IN BOOTH 212 and 213 at the N.I.D. Convention, February 11-14, WASHINGTON, D. C.

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pose that by using man-high bodies the fleet can increase the efficiency of each driver by 12 percent. (This is not an exceptionally high figure when it is considered that man-high bodies have greater capacity and are easier to work from than conventional panel trucks.)

With a fixed gross volume, the 12 percent increase in driver efficiency means that fewer trucks are needed to handle the same amount of work. Actually, in this case it means that 18 man-high trucks would be used to do the same job formerly handled by 20 conventional panel units. There is a weekly saving in drivers' pay alone of \$150, equivalent to the profit on a gross business volume of \$7,500; not to mention the savings resulting from having to operate fewer trucks.

If it were possible to increase the gross volume, the fleet could handle a 12 percent greater business volume with the same number of man-high trucks and drivers.

Other service

In addition to its use as a route truck, the stand-up model has a great potential as a service vehicle for such operators as public utility fleets, plumbers, mobile lunchrooms, television service, domestic heating firms, highway transport operators, airfield service, etc. Just recently we visited a public utility fleet in the Midwest which uses this type of body for gas

meter servicing. From the company's early days it had been customary practice to use the standard panel trucks for this work, but with the change to man-high bodies twice as many meters could be carried on each trip, resulting in greatly increased efficiency in the service department's routine. Another utility firm is now using these bodies for interplant pick-up and delivery service.

This type of vehicle is also turning in excellent work when used for such specialized applications as mobile work shops.

Selecting the body

While it is important to select a man-high body when this is the most efficient for the job to be done, it is also important to choose the type of body which fits the driver's needs most closely.

For ease in making deliveries, the body should be slightly larger than actually required by the payload. Steps must be low, and the cargo space floor should be low and level. There must also be sufficient headroom to permit a tall driver to work in the body without stooping. Otherwise driver fatigue will result. For maximum cubic capacity the load space should be a clean rectangle.

To cut road time to a minimum and for increased safety margin, the truck must be easy to handle. A general rule for rating a vehicle in this regard

is to choose the unit in the desired capacity range, which has the shortest wheelbase, shortest overall length, widest front tread and sharpest turning angle of the front wheels.

Before comparing the prices of various makes of man-high trucks, it is wise to draw up fairly detailed specifications covering the dimensions and equipment needed. Comparison of price can then be drawn between the units which meet these needs most closely.

Some items which should be included in your requirements: glass in the rear doors, roof insulation and a safety check to keep the driver's seat from pitching forward in the event of collision. Square wheel housings should also be specified for units used to deliver packaged goods, cases, etc.

In specifying component parts, it is important to remember that multi-stop operation is rough on brakes, clutches, transmission components, cooling systems, springs, king pins and spindles. To keep maintenance costs low, each of these parts must be chosen to withstand the work load which will be placed on it so that periods between replacements may be extended as long as possible. With present high labor costs the need for frequent replacement of parts can be an important factor in the total cost of operating the vehicle.

For example, one fleet found that by using an oversize clutch it could extend the clutch replacement period by approximately 50 percent. The same fleet, operating in congested metropolitan traffic, found that some of its vehicles were obtaining only half the mileage on brake lining that other units, with a larger lining area on front and rear wheels, were getting.

An inadequate cooling system can soon boost maintenance costs. Some of the results: burned and cracked valves, increased fuel and oil consumption, more frequent need for ring and piston jobs—all adding to the cost per unit delivered.

If routes are operated over rough roads, the greater cost of oversize springs can be well justified by their longer potential life. Unless you have data on spring capacities needed, it is probably best to accept the recommendations of the spring manufacturer for the size of spring needed for your operation. Generally speaking, this principle will hold for other component parts too, but to make an intelligent recommendation the salesman must have a clear picture of your needs. Supplying this data is up to you. □□



"Says he figures if banks can do it, so can he."

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Commercial Car Journal.



IN SUPPORT OF THE LAUNDRY INDUSTRY*

JUST BACK

FROM THE CHEMIST'S

Time was when a gentleman's linen was kept clean with homemade soap and plenty of scrubbing. The dirtier the linen, the harder it was scrubbed. This also made it wear out faster. When the cost of scrubbers went up, more muscles were put in the soap. This made the fabric wear out even faster. Then someone said, "Let's look into the chemistry of this operation . . ."

Now the laundryman, using

DIAMOND chemicals, and with the guidance of the DIAMOND technical man, floats the dirt gently away. He adjusts his chemical formula to the hardness of his water supply, the amount of soil in the clothes and even to the variation in soils encountered at different seasons of the year.

Perhaps something you are wearing now is cleaner and will wear longer, thanks to laundering in some of the "Chemicals you live by."

DIAMOND ALKALI COMPANY
CLEVELAND 14, OHIO

Chemicals you live by



*

This story of progress in the laundry industry appeared in national business publications. As many laundrymen have asked us for copies to display in their stores and plants, we are making special reprints available. If you would like copies, address your request to DIAMOND ALKALI CO., 313-E Union Commerce Bldg., Cleveland 14, Ohio.

Fall Meeting in the Nutmeg State



SOME of nearly 100 members and allied tradesmen who turned out for the two-day meeting

OVER NINETY members of the Connecticut Launderers & Cleaners Association met December 4 and 5 at Hotel Taft, New Haven, for their annual autumn conclave.

The program opened with a banquet honoring Wesley B. Van Dine, Hartford, who has served for many years as secretary-treasurer of the association. Verbal tribute was paid by the organization's president, George Grasser, Wallingford; Vice-President Gerald Reuter, Waterbury, and AIL District Director Arthur Stevens, Hartford. As a token of appreciation Mr. Van Dine was presented with a 35 mm. camera on behalf of the membership.

Guest speaker of the evening was Connecticut's attorney general, William Beers, who discussed the functions of his office and explained the procedure by which legislation is passed on the state level. Members were further reminded of their stake in good government and encouraged to take an active interest in maintaining it.

Following a luncheon at the second day's session, the Honorable John A. McGuire, Democratic mayor-elect of Wallingford, related some of the highlights of his career as a congress-

man, during which he sponsored the recently passed "Fair Trade" bill.

Edwin W. "Pete" Pearce, president of the American Institute of Laundering, attempted to show the trend the industry is taking by considering the changes which have taken place during the past 15 years in his home town of Greensboro, N. C.

The dean of Connecticut's launderers and cleaners, Charles Dobbs, New Haven, spoke briefly on the question of pricing. His suggestion: Don't cut prices.

Plant Manager Hal LeRoy of NID brought the assembly up to date on "Modern Trends in Drycleaning," illustrating such phases as invoicing, assembly and through-the-unit layout.

Recent developments in the charged system were also noted.

R. Gordon Young, vice-president of Pilgrim Laundry in Brooklyn, N. Y., related "The Pilgrim Story," telling how the application of the Golden Rule in management-employee relations has benefited both mutually. Such features as paid vacations, sick benefits, employee stockholding, etc., have been a matter of company policy since the early 1900's. Pilgrim is one of the few laundry plants in metropolitan New York whose employees are not unionized.

As is customary, the speeches were followed by an open forum during which the members directed questions at the speakers.—Henry Mozzer. □□



AT HEAD TABLE, left to right: W. B. Van Dine, Hal LeRoy, E. W. Pearce, Arthur Stevens, Charles Dobbs, Hon. J. A. McGuire, R. G. Young, Val E. Dayton, president New York Laundryowners

LAUNDRY BUSINESS TRENDS

New York

Nov. 21—3.2% less than last year
 Nov. 28—5.9% less than last year
 Dec. 5—2.7% less than last year
 Dec. 12—2.6% less than last year

M. R. Weiser & Co., New York

New Jersey

Nov. 21—3.4% less than last year
 Nov. 28—2.4% less than last year
 Dec. 5—1.3% less than last year
 Dec. 12—2.0% less than last year

M. R. Weiser & Co., New York

New England

Nov. 21—4.2% more than last year
 Nov. 28—5.9% more than last year
 Dec. 5—2.9% more than last year
 Dec. 12—6.9% more than last year

Carruthers & Co., Boston

Southeast

Oct.—3% less than last year

J. R. Wilson & Co., Atlanta

HUEBSCH



the name
that stands
for better
equipment
at less cost

HUEBSCH

Originators

Laundry Tumbler . . .
Steam and Gas Models in
4 Sizes: 36" x 18", 36" x 24",
36" x 30", 42" x 42".



Feather Renovating
Machines (2 Models)



Twin-Cylinder Tumbler
Gas Heated



Twin-Cylinder Tumbler
Steam Heated



Open-End Washer
50-Lb. Capacity



Automatic
Manifold Valves



Handkerchief Ironer
and Fluffer



Form-Rite Collar Shaper
and Ironer

For complete details,
see your local Huebsch
representative, or write
us direct.

**HUEBSCH
MANUFACTURING
COMPANY**

Milwaukee 1, Wisconsin
Division of
THE AMERICAN LAUNDRY
MACHINERY CO.



Double Sleever
with Notched Edges



Washometer
with Tape Recorder

Repeating Ads Pays Off

It is said that a man once struck up a conversation with William Wrigley on a train. "Why is it," he asked, "that you keep advertising so much when you are selling all the chewing gum you can make?" Wrigley smiled. "This train is going 60 miles an hour," he answered. "Why not take off the engine?"

Consistent advertising—week after week, year after year—compounds just like money interest, so that the returns per dollar expended on advertising become greater with each successive ad. This is but another way of saying that repetition is the core of advertising success—but it can be proved in a very tangible way which should not be overlooked.

First, consider money itself—and how it can be compounded. Say that you decide to save \$100 per month. At the end of the first year you will then have \$1,200, and at the end of a 10-year period, you will have \$12,000. If you put the money into the bank at one-and-one-half percent or two percent interest, you would have more than \$12,000 at the end of 10 years. If you invested the \$100 each month in one of the investment trust funds, you might have as much as \$24,369 at the end of 10 years (to quote an actual case). The reason for the great growth of your capital is that dividends and earnings are used to buy more investments and the earnings from them to buy more. The first \$100 has pyramided up many times

	1950	1951	1952
	Gain over 1949	Gain over 1950	Gain over 1951
Family Work Increase	None	8.51 %	31.49 %
Commercial Work Increase	27.76 %	2.95	28.80
TOTAL LAUNDRY INCREASE	3.09	7.74	31.14
Drycleaning Increase	19.87	25.91	31.06
TOTAL SALES INCREASE	7.49	13.05	31.09

by the end of 10 years, accumulating in worth as time goes by. This same accumulation of value occurs in advertising.

Your first ad will probably bring you very little in measurable returns. The same ad repeated a year later, during which advertising has been consistent, will bring many times the returns experienced in the beginning. For the same amount of newspaper space, for the same number of billboards, returns will be much higher, after consistent advertising.

Psychologists in a famous university tested thousands of people to find the reason for this. Their tests showed that in one day 25 percent of them forgot an impression. In two days 50 percent had forgotten, in four days 85 percent, and in seven days 97 percent! This means that an ad seen casually in a newspaper today is gone from the minds of its readers in a week's time; from half of its readers in two days. It is only by repeating your sales message that you can impress suffi-

cient people to get the desired response.

Proof that consistent advertising works in the laundry business as well as in any other is contained in the above figures from an advertising-minded laundry in California.

Advertising expenditures were about the same in all three years, but notice the variation in results! In 1950 this laundry increased sales 7.49 percent over the 1949 total; in 1952 it increased sales 31.09 percent above 1951. Each year's percentage is figured on the previous year's volume which means that sales are now 59.30 percent higher than in 1949. Notice, too, that advertising was concentrated on drycleaning during 1950 and 1951, but that its effect spread to laundry sales. In 1952 advertising was distributed between the services and all are up in about the same ratios.

That's the real proof! Every ad is worth more than the preceding one. (Courtesy of the California Laundry-owners Association.)

Hail to the Chief—From Dad

The happiest launderer in the whole darn Middle West is probably Harrison Smitson; he's got a "governor" in his family. Mr. Smitson's son, Bob, was just elected Governor of the Hoosier Boys' State from a total of 416 boys.

Boys' State is sponsored by the American Legion to acquaint young men with the workings of state government. It's staged annually at the Indiana School for the Deaf in Indianapolis, with the boys conducting the business and legislation of a miniature state government.

Young Bob Smitson, running on the "Nationalist" ticket, received the party nomination at a miniature convention and went on to defeat his opponents in a general election. By winning the governor's race Bob, who is a senior at Tipton High School, qualified for a trip to Washington to attend Boys' Nation, a week-long proceeding conducted on a national scale.

A parade complete with band, police escort and all the trimmings welcomed young Smitson home from Boys' State. With a television appearance under his belt, he's al-

most as happy about the whole thing as his dad, operator of the Smitson Laundry in Tipton, Indiana.



"Governor" Bob Smitson helps his proud father, Harrison Smitson, in the office of their Tipton, Indiana, laundry

PROBLEM: How to Wash Away Complaints

ANSWER: **Simplex**

(for whiter white work in low temperature suds)

Hy-Wite

(for whiter white work in high temperature suds)

Complaining customers can easily become a habit when you use "any old soap". And in the long run, you end up washing business down the drain. That's why so many leading laundries insist upon SIMPLEX and HY-WITE, the two soaps that assure brilliant, beautiful, safe washes from every bundle.

Equally heartwarming are the time and labor saving ways of these two fine soaps. Reason:—when you use SIMPLEX and HY-WITE, you're getting a complete soap with just the right amount of the proper builder included at a low cost. This means a single product, each particle of which is a complete soap unit. No combining — no mixing. SIMPLEX and HY-WITE are ready to go to work straight from the barrel.

Interested in knowing more about this great new way to get whiter white work at lower costs? A note to us on your letterhead brings the entire, profit-building SIMPLEX and HY-WITE story to you at once. Write today!

H. Kohnstamm & Co., Inc.

ESTABLISHED 1851

- 88 PARK PLACE, NEW YORK 7
- 11-13 E. ILLINOIS ST., CHICAGO 11
- 2832 E. 54 ST., HUNTINGTON PARK, CAL.

FOREMOST MANUFACTURER AND DISTRIBUTOR



ALBANY - BALTIMORE - BOSTON - BUFFALO - CINCINNATI
CLEVELAND - CHICAGO - DALLAS - DETROIT - GREENSBORO - HOUSTON
INDIANAPOLIS - JACKSONVILLE - KANSAS CITY, MO. - MEMPHIS
MINNEAPOLIS - NEW YORK - NEW ORLEANS - OAKLAND - PHILADELPHIA
PITTSBURGH - ST. LOUIS - SAN ANTONIO - SAN FRANCISCO - SEATTLE

OF QUALITY LAUNDRY AND CLEANING SUPPLIES

Laundry News Notes



ANN ARBOR, MICH.—Varsity Laundry, 300 S. Fifth Ave., has completed its fiftieth year of operation. The business is owned by Nathan and Barney Dalitz.

HARVEY, ILL.—Up to Date Laundry Company has opened a new branch at 98 E. 154th St.

CHICAGO, ILL.—Peoples' Laundry and Dry Cleaning Company has moved its North Chicago store from 1732 Sheridan Rd. to 1612 Sheridan Rd.

MILWAUKEE, WIS.—South Side Laundry and Dry Cleaners, Inc., was listed first in its division of the Wisconsin 1953 motor vehicle fleet safety contest by the motor vehicle department safety division.

BREESE, IND.—Carlyle Laundry is back in operation after suspension of work following a recent fire. Louis Bach and Ed List, owners, have had their equipment reconditioned.

AMBOY, ILL.—Bruce's 1-Hour Laundry is now operating here. It is owned by Mr. and Mrs. Arthur Bruce.

CARBONDALE, ILL.—A \$100,000 blaze destroyed Carbondale Laundry and Dry Cleaners plant recently. The business was owned by Rex Cook and his son, Bill.

CHARLESTON, ILL.—Fred Specht is now operating Charleston Laundry, Sixth and Adams Sts.

LANSING, MICH.—Sohn Brothers Laundry, operated by Albert and Joseph Sohn, is observing its twentieth anniversary. The organization recently purchased a site on E. Grand River Ave. for future expansion.

MARION, IND.—Dr. A. E. Trollinger, manager of the Marion V. A. Hospital, has announced that an addition to the

hospital laundry will be built. New equipment will also be purchased.

HAMILTON, OHIO—Installation of new equipment has been completed at American Sanitary Laundry, Front and Buckeye Sts., according to Bernard E. Tiemayer.

ELGIN, ILL.—Fire of undetermined origin gutted the Model Laundry here. William Kuhns, plant manager, estimated damages of \$100,000.

BATTLE CREEK, MICH.—Construction of a porcelain-and-glass-block front has been started by Stewart Laundry, Inc., 57 E. Michigan Ave., as part of an extensive remodeling program.

WASHINGTON C. H., OHIO—M. E. Brickles plans to open Brickles' Whirlpool Automatic Laundry on Western Ave. It will be a self-service operation.

CARBONDALE, ILL.—A new laundry and drycleaning plant is planned by Archie Stroup in association with the owners of Jo Ann Laundry and Dry Cleaners and Lewis Brothers Laundry and Dry Cleaners of Anna, Ohio.

COLUMBIA CITY, IND.—Self-Servi-ice Laundry, located on S. Main St., has been sold by Tom Karns to Jack Cramer.



PORRTLAND, ORE.—Henry Price has opened the Sellwood Automatic Laundry at 7919 S.E. 13th. Mr. Price completely remodeled the building before he installed the new business.

BEAVERTON, ORE.—Mr. and Mrs. Marshall Swan have opened Swan's Laundromat on Canyon Rd.

CLE ELUM, WASH.—About \$1,000 in damage was caused by a fire at Sunset Laundry, E. Second St.

SALEM, ORE.—Mr. and Mrs. Floyd Baker have purchased the Church St. Laundromat.

MARYSVILLE, WASH.—The Marysville Laundryette has opened at 1412 Eighth St. George Combs is the proprietor.

NEWBERG, ORE.—Herman and Bobbie Kay Fronreich have announced plans to open the Newberg Laundromat at 110 S. College St. The building is being remodeled for the new establishment.



EAU GALLIE, FLA.—John Brannan and Frank Mosier have announced the opening of Modern Way Launderette on Highland Ave. This establishment will be affiliated with Modern Way Laundry and Cleaners, operated by Mr. Brannan and Mr. Mosier.

PARKERSBURG, W. VA.—The New White Star, successor to The White Star Laundry and Dry Cleaning Co., has announced that it will close down. The company has been in operation since 1908.

SOMERSET, KY.—Somerset Laundry is redecorating its front offices.

MONTGOMERY, ALA.—Capital City Laundry recently celebrated its sixtieth anniversary.

GREENSBORO, N. C.—Columbia Laundry, 901 Battleground Ave., has opened a \$15,000 drive-in and call office adjacent to its plant.

JACKSONVILLE, FLA.—A branch office of New York Laundry and Dry Cleaners has opened at Hendricks and San Jose Blvd.

CHARLOTTE, N. C.—Ed Drucker has opened the Piedmont Laundromat Half-Hour Laundry at 1012 E. 10th St. here.

LOUISVILLE, KY.—Andrew Broadus, president of Capital Laundry and Dry Cleaning Company, has been elected mayor of Louisville.

MIAMI BEACH, FLA.—Henry Cove, vice-president of the Laundry Board of Trade, is captain of the Miami Beach Community Chest drive.

ALBEMARLE, N. C.—Dun-Rite Laundry and Cleaners, Inc., has been established by Ben H., Myron W. and Mattie H. Dry.



make it REZISTAL stainless . . .

.... Leading manufacturers of laundry equipment are using Crucible REZISTAL stainless steel for washers, presses, extractors and tumblers... for all equipment designed for hard, efficient service and quality work.

That's because you get better, longer service from stainless steel laundry equipment. Its smooth, hard surface is easier on the wash load, too.

And there are fewer cleaning problems with REZISTAL stainless than other metals. You can rinse away deposits without fear of corrosive action by the solvents. REZISTAL's resistance to rust, stain and corrosion makes it the logical choice for all types of laundry equipment.

Crucible REZISTAL stainless steel is a good investment. It costs no more, yet turns out cleaner, faster work with less effort.

CRUCIBLE

54 years of *Fine* steelmaking

first name in special purpose steels

REZISTAL STAINLESS STEEL

CRUCIBLE STEEL COMPANY OF AMERICA, GENERAL SALES OFFICES, OLIVER BUILDING, PITTSBURGH, PA.

REX HIGH SPEED • TOOL • REZISTAL STAINLESS • ALLOY • MAX-EL MACHINERY • SPECIAL PURPOSE STEELS

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL



BURBANK, CALIF.—Allen F. Weston has sold the Launder-It establishment at 1823 N. San Fernando Rd. to J. W. Rushing.

COMPTON, CALIF.—Compton Laundry and Cleaners has opened a new automatic laundry at 4606 E. Olive in the Olive shopping center.

COVINA, CALIF.—Fluff-N-Fold Laundry has obtained a permit to expand and modernize its facilities at Second and Front Sts. G. G. Whyte, president, announced that the present building will have a new addition.

SEILING, OKLA.—Mr. and Mrs. Emra Hazelbaker have announced their purchase of the Seiling Laundry from Mr. and Mrs. Charley Avery.

UPLAND, CALIF.—Joseph Althuler is the new proprietor of the Upland Launderette, 135 N. Second Ave.

HUNTINGTON PARK, CALIF.—Larry Porter has purchased an automatic laundry at 2624 Gage.

CARMEL, CALIF.—Mr. and Mrs. Elford MacDonald have opened Village Laundromat at Mission and Fifth Sts.

WATSONVILLE, CALIF.—L. W. Westfall and Frankie Westfall have sold Economy Help Yourself Laundry, 17 Front St., to Mabel C. Morgan.

KINGMAN, ARIZ.—E. A. Mathews plans to open an automatic laundry here.

BARSTOW, CALIF.—Mr. and Mrs. Edward F. Noll plan to open an automatic laundry in the Barstow shopping center at 842 E. Williams St.

LOS ANGELES, CALIF.—Joseph and Ruth Grosslight have sold GE Self Service Laundry, 4075 W. Pico Blvd., to Audrey Zaslawsky.

LOS ANGELES, CALIF.—Lenny and Bea Weitz are the new owners of Alvarado Launderette, 932 N. Alvarado Blvd.

HAWTHORNE, CALIF.—Sam and Nori Shimada have opened Knights Automatic Laundry at 826 N. Hawthorne Blvd.

MULESHOE, TEX.—Mr. and Mrs. Pete Freeman have opened Freeman Steam Laundry at E. Second St. and Ave. D.

LOS ANGELES, CALIF.—Five laundry firms—Beacon, Hollywood, Peerless, Riverview and Troy—have donated trucks to collect clothing for Korean children.

TIPTON, OKLA.—Mr. and Mrs. William Dewberry have purchased the Tipton Helpy-Selfy laundry from Mr. and Mrs. D. W. Rogers. The new owners plan to redecorate the interior of the establishment.

NOVATO, CALIF.—Mr. and Mrs. Owen M. Christopher will open an automatic laundry at Grant Ave. and Third St.

TUCSON, ARIZ.—New equipment for marking has been added to Tucson Laundry as part of an expansion program.



DUQUESNE, PA.—George M. Tomlins has opened the Laundromat of Duquesne Half-Hour Laundry at 75 N. First St.

STATEN ISLAND, N. Y.—Louis Lawch and Louis Brann recently celebrated the thirtieth anniversary of New Method Laundry, Stapleton, at a dinner given in their honor by their employees.

VERONA, PA.—Watson's Dry Cleaners has opened at Second and Parker Sts. here.

MEYERSDALE, PA.—Damage was estimated at \$4,000 as a result of a fire that broke out in Meyersdale Laundry, operated by Ware Deeter.

KINGSTON, N. Y.—Frederick K. Lovejoy, a veteran of 25 years in the laundry and laundry equipment business, will open an automatic laundry at 726 Broadway. He was formerly associated with Consolidated Laundries, New York, and with the Troy Laundry Machinery Company.

BROOKLYN, N. Y.—Sidney Stacey was recently elected chairman of the board of directors of Pilgrim Laundry.



SIDNEY STACEY

He has been with the organization for more than 50 years. His most recent position was that of vice-president in charge of advertising, promotion and sales.

ST. THOMAS, ONT.—The St. Thomas City Laundry, which has been operated by H. S. Hunter, has been taken over by Dutch Laundry, London, Ont.

PATERSON, N. J.—The following members have been admitted to the Little Falls Laundry 25-year club: John Johnston, John Wooley, William Bartow, Harry Valentine, Edward Breur, Generoso Marra and Garry Vander Duin.

NEW YORK, N. Y.—Joseph Weiss, Consolidated Laundries Corporation, will head the laundries division of the current campaign to raise money for the George Junior Republic, Ithaca, N. Y., a community and school founded by the late William R. George.

Match-Book Competition

The laundry industry is among the 60 American industries eligible to enter the second annual award program for distinguished use of match books for advertising, according to the Match Industry Information Bureau.

Winners will receive bronze "Joshua" plaques—named for Joshua Pusey, inventor of the match book. A panel of judges, including officials of advertising trade groups and

the professional crafts concerned with advertising, will judge the entries. As in the previous competition, the match industry will prepare a guidebook for free distribution to provide a yardstick of effectiveness for all advertisers.

Entry forms are available from the Match Industry Information Bureau, 1 E. 43rd St., New York 17, N. Y. Closing date for entries is February 15.

FROM THE COMPLETE LEVER LAUNDRY LINE

Lever Formula 770

60% soap-titer 37°C

for "dry-to-the-wheel" operation



well built—balanced soap and alkali

completely "homogenized"



sparkling results

NOW! With Lever Formula 770 — blended at the plant — you can get a complete soap — built so that it can be used dry to the wheel! That eliminates the need for a soap tank.

What's more, every bead is completely "homogenized"...there's no separation—soap at the top — alkali at the bottom. The mixture is even from the top of the bag to the bottom. Lever Formula 770 also contains a special "brightener" to make your washes sparkle.

And you can feel the difference—let some Lever Formula 770 run through your fingers—compare it with so-called "ready-mix" soaps—and you can tell right off why you'll find Lever Formula 770 meets your "dry-to-the-wheel" requirements.

Results? Your washes are brighter — cleaner. And that means satisfied customers. Check your Lever supplier, he has Lever Formula 770 in bags and drums. Get Lever Formula 770 — you get real soap mileage from it.



Your Lever representative
is available
for technical
assistance.

Fine Products of
LEVER BROTHERS COMPANY
New York, N. Y.

SLJ-A
Clip this coupon to your letterhead and mail today to Lever Brothers Company, Industrial Sales Division, 390 Park Ave., New York, N. Y.

I want the samples I've checked:

<input type="checkbox"/> Lever Formula 770—all purpose	<input type="checkbox"/> Lever Formula 700—pure mild soap flakes for fine fabrics
<input type="checkbox"/> soap granules	<input type="checkbox"/> Lever High Titer Chips—
<input type="checkbox"/> Lever Hot Water Formula	<input type="checkbox"/> 88% soap 42° titer
<input type="checkbox"/> Lever Formula 880—heavy duty synthetic detergent	<input type="checkbox"/> Lever High Titer Granules—
	<input type="checkbox"/> 92% soap 42° titer

Name _____

Company _____

Title _____

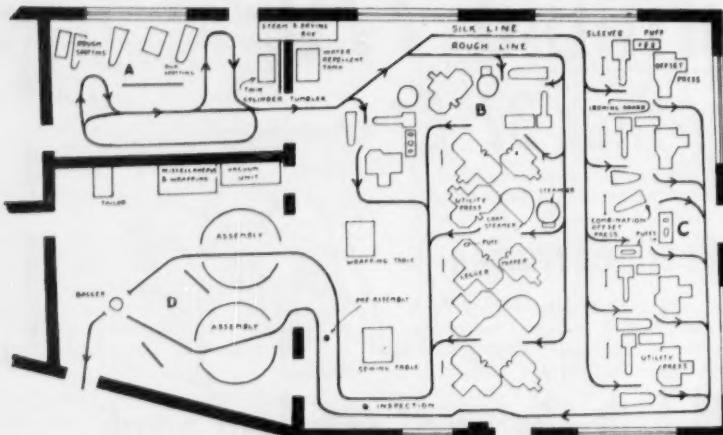
Address _____

City _____ State _____

Offer limited to Territorial U.S.A. only

5870

Cleaning Section



BEFORE (below) AND **AFTER** (above) drawings show major changes in Stapleton's drycleaning department, which made more effective use of space and improved workflow. Besides general reshuffling, note (A) increased spotting facilities; (B) training unit for wool and silk finishing. Since revised to handle silks only: (C) experimental silk unit; (D) new assembly system

Revised Drycleaning Layout

results in better workflow and 10 to 15 percent increase in production.

By HENRY MOZDZER

THE DECISION TO REVAMP the layout of the drycleaning department was made back in 1950 by Stapleton Service Laundry in Staten Island, New York, with two objectives:

1. To convert the finishing process from the two-operator setup to individually operated units.
2. To rearrange the equipment so as to make better use of the space available. "Widely scattered" equipment was considered an impediment to good workflow.

The reorganization program proved most gratifying from the production standpoint, for it was found that the staff could produce as much work

in 30 hours as was formerly done in 40 hours.

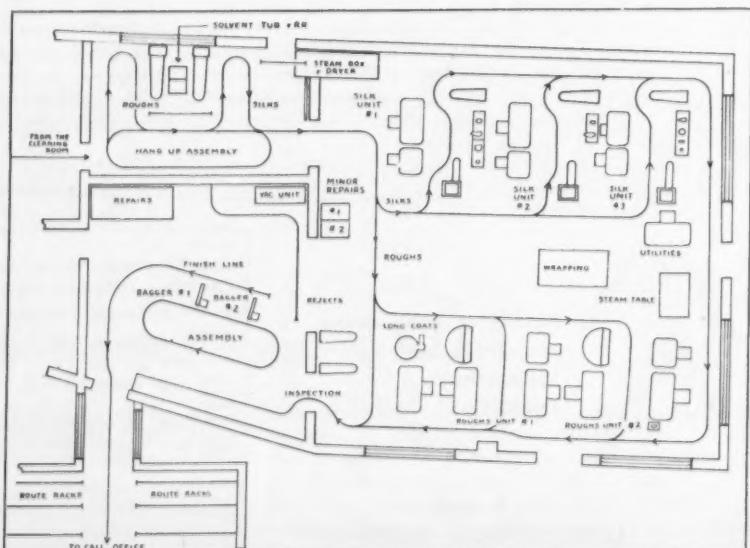
Looking at it another way, silk production averages increased from about 17 pieces to between 20 and 22 pieces per operator hour. And on wools, the average leaped to between 33 and 35 pieces per operator hour as compared to the former 27-piece average.

The switch to single-operator finishing has a major advantage in that the speed of the unit is not restricted to that of the slowest girl, as is the case with multiple-operator units. Furthermore, the delays which used to occur when both girls wanted to use the same piece of equipment were eliminated. And it is now easier to maintain quality control since only one person is involved in the finishing process.

Stapleton retained the through-the-unit idea of finishing for some very good reasons which are worthy of mention here.

In the first place, since everything is within easy reach, the operator's walking distance is cut down to a minimum of one and no more than two steps.

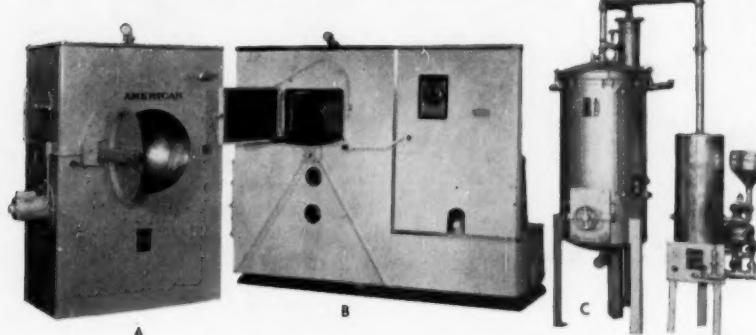
Secondly, the expeditor's job is simplified since there is no mixture of finished and unfinished work on the same rail. All unfinished work is on one side of the unit and all finished work on the other. There is no carrying of finished garments around un-



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finished work to speed it on to final assembly. Similarly, the expeditor has great flexibility in breaking up a lot among various units. If one operator is tied up, new work can be pushed past her to the feed rails of operators who are ready for more.

Thirdly, there is less clutter from hampers in the aisles since all garments are moved through the department by hangers. This hanging of garments can simplify the control of stragglers since all garments are in plain sight. The system is also favored as a successful method of eliminating wrinkles which result from piling garments atop one another.

An interesting variation

There is one interesting variation in the through-the-unit feeder line. Under the new arrangement, the lines are cut off just as they enter the units. This was done purposely to force the operator to complete the entire garment as it comes in rather than do the job piecemeal. Turning clockwise, the operator sleeves, puffs, presses and

touches up garments in normal sequence and with a minimum amount of waste motion.

With the continuous rail some operators were inclined to "stack" garments. That is, they would sleeve and puff a number of garments and hang them back on the feeder line; then pick up the same garments again, press them and rehang. If touchups were required, they would have to lift the garments again before they finally left the unit. The "broken" rail discourages this method since there isn't anywhere to hang the garments within the unit.

Stapleton's second objective—that of making better use of the space available—was accomplished by staggering equipment in the fashion indicated in the layout. The outcome: less waste space and more room for additional machinery without sacrificing efficient workflow.

Another spotting board and the addition of a twin-cylinder tumbler (each cylinder with a capacity of 15 pounds) speeded the work through

the spotting department. Instead of mixing the spotted garments together in an 18-by-24-inch tumbler as was formerly done, each spotter is now assigned a separate cylinder.

The assembly "rings"

Quicker assembly was implemented by setting up two assembly "rings." One ring is used for assembling even-numbered routes while the other is used for odd-numbered routes. Sub-assembly is accomplished by different-colored lot tags. Lots may be made up of a certain number of routes depending on the volume turned in. One odd-numbered lot may be identified by green tags while an even-numbered lot may have blue tags.

The color system is particularly helpful in picking out stragglers. Any garment moving out of color sequence can be quickly noticed and moved ahead to assembly.

Stapleton's revised layout points the way to greater efficiency and more profitable operation of the dry-cleaning department. □□

Prespotting Machine Solves Problems

Homemade device cuts down do-overs on sport shirts and finds use in drycleaning department

By HENRY MOZDZER

THE GROWING POPULARITY of the sport shirt as a favorite item of male attire has not eased the burden of the laundry operator. In addition to the widely publicized problem of glazing and fusing in finishing, he is also faced with an increasing number of do-overs in the laundering operation. It is with this latter problem that we are here concerned.

For one reason and another the male is inclined to wear sport shirts much longer than dress shirts between launderings. This inevitably means that the sport shirt is subject to greater soiling, particularly in areas

where it comes in direct contact with the skin—around the fold of the collar and the edges of the cuffs. This ground-in soil and perspiration is not always satisfactorily removed in cold-water formulas and the sport shirt must be done over. Prespotting offers one method of overcoming this problem.

Stapleton Service Laundry of Staten Island, New York, recognized this problem and went one step better in its solution. This firm has been using a homemade prespotting machine—designed and constructed by its chief engineer, James Fitzmaurice—which

has speeded up the prespotting process and practically eliminated do-overs on sport shirts.

The machine looks somewhat like a cuff cleaner and isn't much more complicated. It consists of a solvent tank and a $\frac{1}{2}$ hp. motor which powers both the rotating brush and the pump which keeps the solution in circulation. A shell of sheet metal encloses the working mechanism to give it clean lines and compactness.

How it works

The prespotting machine is very easy to operate. Stapleton has its machine located in the classification department of the laundry since most of the shirts are laundered. But according to Mr. Fitzmaurice, another firm which makes use of this device uses it exclusively in its drycleaning department.

Mr. Fitzmaurice gives the following instructions for use of his device:

For shirt and cuff prespotting, use a solution of drycleaning solvent with some soap solution (cold-water solution) or any other prespotter. About two gallons of this solution should be added to the tank. Then plug the motor into a 110 volt AC outlet. When ready to begin, switch on the motor and adjust the solvent spray by the control valve while the brush is rotating.

Hold one end of the shirt collar in
(Continued on page 66)

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design also resulted in a loss of heat, reducing their efficiency still further.

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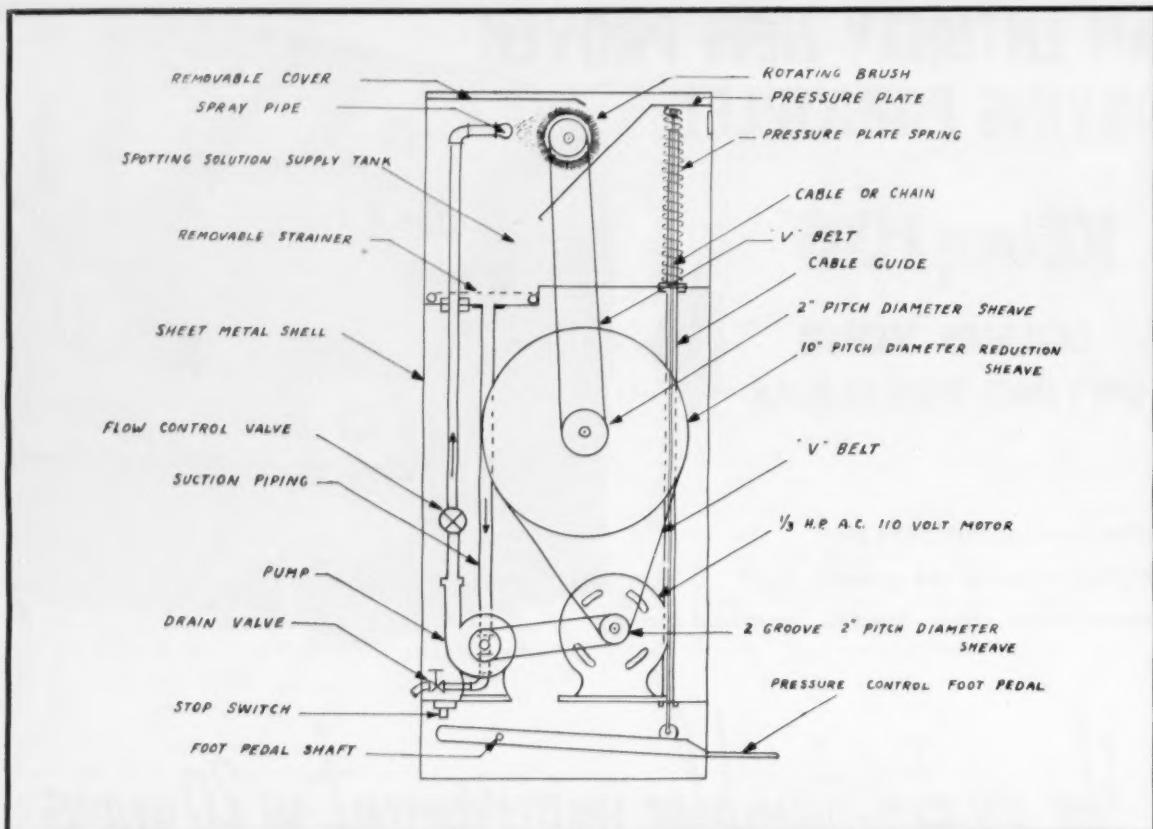
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(Continued from page 64)

each hand and feed it into the machine with the soiled side of the collar up. Depressing the foot pedal will take some of the pressure off the brush. When the soiled section of the collar is directly under the brush, release the foot pedal and let the brush rotate for a few seconds. Then depress the foot pedal and withdraw the collar. The same procedure is used in cleaning the cuffs.

Too much pressure is not necessary, and in the case of frayed collars pressure should be reduced to a minimum. The brush may be stopped at any time by simply pushing the foot pedal all the way down.

Localized spots and stains can be removed with spotting solution and hand brush, with the pressure plate serving as a worktable, or by holding the soiled area against the rotating brush.

The solvent tank should be cleaned out occasionally by draining the solvent and flushing out. Also, the strainer should be removed and cleaned. The only other maintenance required is daily lubrication of the pump and all sleeve bearings with a drop of oil. □□



OMEMADE prespotting machine speeds handling of sport shirts and practically eliminates do-overs. Compactness and simplicity of operation make it an ideal supplementary piece of equipment in any laundry or drycleaning plant. Solvent spray apparatus and rotating brush are driven by $\frac{1}{3}$ hp. motor

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Engineering Section

How To Select an Air Compressor

THE AIR COMPRESSOR became an integral part of the laundry's power plant with the advent of the air-operated press and today it is being put to other uses as well. But because the average plant man has a limited acquaintance with what's on the market he can make a choice that's very costly.

Don't be fooled by compressed-air power costs. Reciprocating compressors (in sizes of 25 hp. and more), for example, may have yearly power costs that are equal to the compressor purchase price. Any provision that will improve efficiency to where it cuts the power bill by 10 percent means that in 10 years you've saved the compressor cost. That's why efficiency is so important in compressing air at the lowest cost.

In general, efficient compressors have good cooling systems, correct staging for the working pressure and cooling system, and control suited to the job.

By JOSEPH C. McCABE
Engineering Editor

Cooling Important: Compressing air raises its temperature and that in turn increases gas volume. If you were to take air into a compressor and boost its pressure to 100 p.s.i. in one stage without cooling it would require 36 percent more power than if provisions were set up to take the heat away as fast as it develops.

One way of removing much of this unwanted heat is to cool the compressor cylinders. For the usual laundry-sized compressor the machine designer builds them so they are air-cooled (Figs. 1 and 2). There are other designs, considerably larger, that use water for cooling these parts.

Another way of cutting down the extra power is by staging (Fig. 2); that is, raise the air pressure a little, then let it cool down and jack up

the pressure still further. This system of going down several stages saves power in those cases where it can be used, holds temperature down and reduces carbon formation on valves. But it does add somewhat to compressor cost and complication.

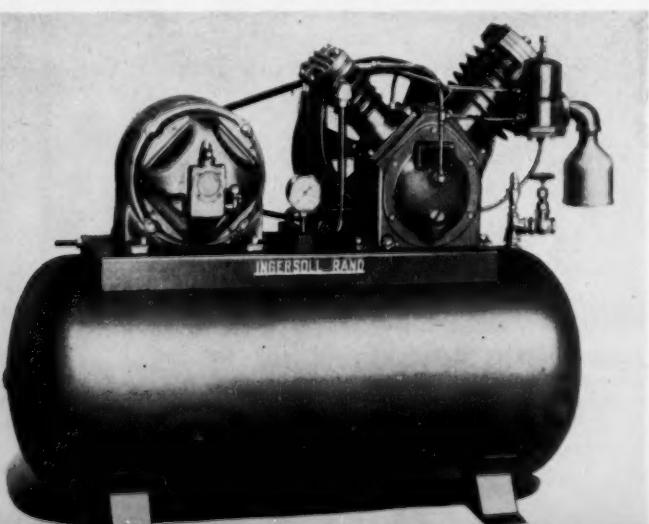
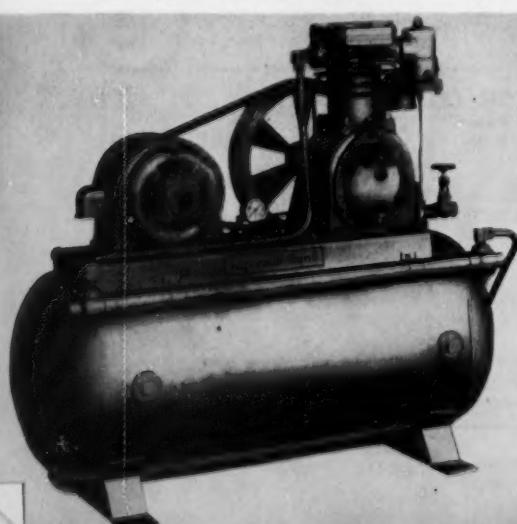
In addition to the multistaging, a device called an intercooler is usually put in between the stages to speed up the cooling off. It does still another important job in removing moisture and oil from the air stream. But more about this in the next article.

Water, as you might expect, does a better, faster cooling job than air. As a result compressors cooled by water usually take less power than those cooled by air. But again, water-cooling raises the initial and running cost of compressors. Whether staging and water-cooling earn their keep depends on horsepower needed, the annual running time, the quality and availability of cooling water.

Staging: Single-stage air-cooled compressors up to 3 hp., for pressures to 150 p.s.i., are a popular choice for light, intermittent loads (that is, a total running time of about 1 hour a day). Where a compressor must run 4 to 8 hours per day to supply air, two-stage units pay off. Table I shows it's a matter of splitting pennies.

Since a 2 hp., two-stage compressor costs about \$25 more than a 2 hp. single-stage unit of the same size, it's easy to see that a heavy load justifies two stages. Not only that, a two-stage unit runs less, lasts longer. Water-cooling of single-stage units cuts power costs but these savings would be eaten up by water, piping and control costs. But above 2 hp., single-stage air-cooled compressors are practical and economical for pressures up to 80 p.s.i., 10 to 15 hp. Two-stage air-cooled units start to pay off above

FIG. 1 (left): Single-stage, 5 hp., two-cylinder, air-cooled compressor for 70 p.s.i. service. Bar on front is an aftercooler; compressed air is squeezed through it to be cooled by water so oil and moisture in air are chilled out. FIG. 2 (right): Two-stage compressor, air-cooled, does better job where load is heavy; that is, if compressor must run 4 to 8 hours a day. Table I (on page 70) shows relative load savings



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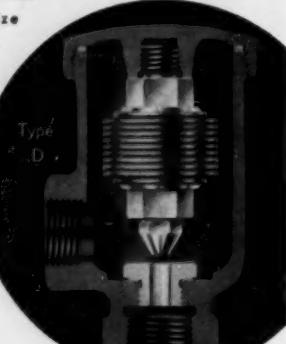
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80 p.s.i. with high load factor, greater power cost and increased pressure, or any one of these three factors.

Single vs. Double Acting: In ranges between 10 and 100 hp. you'll find two general types of reciprocating compressors available for 100 p.s.i. service. One is the old standby single-stage, horizontal, double-acting, water-cooled model. It has been used for the last 50 years and with present refinements will run 24 hours per day for 10 or 15 years without a need for reboring. After reboring it proves good for another run of many years.

Single-acting, air-cooled two-stage units (Fig. 2) came in about 15 years ago, and cover the same range as the unit just described. These are more compact, weigh less, cost less and need no special foundation or cooling water. Not having the crosshead advantage of the horizontal machine they're a little on the slender side for a 24-hour-a-day job. But they're fine for 5 to 10 hours a day.

Two-stage, double-acting, water-cooled compressors pick up where these two types leave off, with a slight overlapping. They are conventional for all sizes above 100 hp. Table

TABLE II

Comparison of Water- and Air-Cooled Compressors

100 hp. motor drive	(1) 1-stage water-cooled	(2) 2-stage air-cooled	(3) 2-stage water-cooled
Piston displacement, c.f.m.	646	552	633
Volumetric efficiency, %, at 100 p.s.i. disch.	70	78	83
Actual capacity, c.f.m.	452	430	525
Time to compress 25,800 cu. ft., min.	57	60	49
Power cost with current at 1.5¢ per kw. hr., motor efficiency of 85%, \$....	1.26	1.32	1.08
Annual power cost: demand of 25,800 cu. ft. per day, 300 days a year, \$	378	396	324
Annual water cost at 10¢ per M gal., \$	10	0	19
Total annual cost, power and water, \$	388	396	343
Annual saving of (3) over (1) or (2), \$	45	53	
Annual power, water cost with demand of 258,000 cu. ft. per day, 300 days a year, \$	3880	3960	3430
Annual saving of (3) over (1) or (2), \$	450	530	
Approximate initial cost; includes foundation but not electrical equipment, \$	5000	4500	6500

II shows how the different compressor arrangements stack up for these larger units where efficiency advantages are considerable. A good load factor and current costs can justify a more efficient unit.

Where water costs run high you may be wise to go to an air-cooled unit even though load factor is high. With a load of 258,000 cubic feet per day as an example (Table II) a water cost of 37 cents per 1,000 gallons would wipe out the estimated \$520 annual savings from a two-stage, water-cooled unit. Table III shows the usual water quantities you need for various parts of a compressor.

Unit Controls: Compressor controls are like the reins on a horse. They permit you to regulate output to load. We won't go into every type of control, but there are certain general principles helpful to prospective purchasers of air compressors.

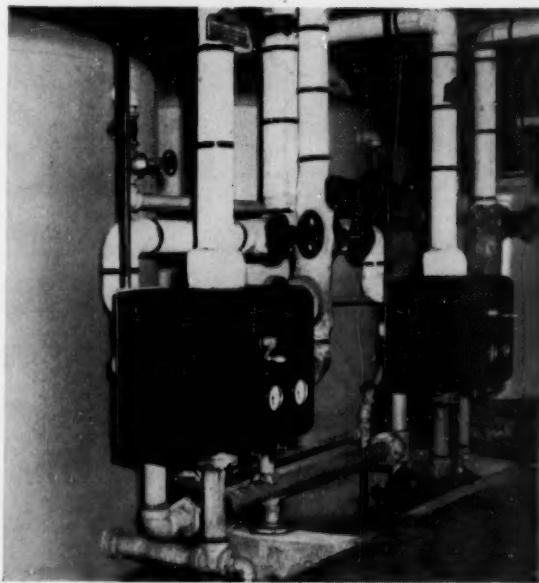
Compressors of 100 hp. and less can use one of three types of control. With continuous use of air, constant-speed control does a fine job. The compressor runs unloaded when cut-out pressure is reached. The unit is reloaded when pressure falls to the cut-in point. This is usually 10 per-

TABLE I

Comparison of One- and Two-Stage Compressors

	1-stage	2-stage	Savings: 2- over 1-stage
Piston displacement, c.f.m.	10	9	
Volumetric efficiency, %, at 150 p.s.i. disch.	50	75	
Actual capacity, c.f.m.	5	6.75	
Time to compress 300 cu. ft., min.	60	44.4	
Power cost with current at 2¢ per kw. hr., motor efficiency at 75%	4¢	2.92¢	1.08¢ per day
Savings with load 300 cu. ft. per day			\$3.24
Savings per 300-day year			8.64¢ per day
Savings with load 2400 cu. ft. per day			\$25.92
Savings per 300-day year			

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cent below the cut-out pressure. The suction valves of the compressor are held open during unloading, allowing fresh intake air to swirl in and out of the cylinder. The unloaded period seldom lasts more than one minute because air demand is continuous. So there is little to justify bringing the rotating and reciprocating mass of moving parts to rest only to restart them immediately.

Start-and-Stop. Where there are long intervals without air demand from the system, automatic start-and-stop control is used. It works much like the control on a domestic refrigerator. The chief disadvantage is that the range between starting and stopping pressures must be about 20 percent of the cut-out pressure. This wide pressure variation may interfere with uniform performance of air-operated devices.

Dual Control. This control combines constant-speed and automatic start-and-stop. It's the most economical and insures good operation of air-driven devices. You can switch manually from constant-speed to start-and-stop. Thus the compressor runs at constant speed during rush hours, start-and-stop when air demand is low or infrequent.

Step Control. Above 100 hp., compressors are fitted with step control, so that the unit automatically adjusts itself to the air demand. Three-step control (full, half and zero load) gives variation in output to meet any demand. Five-step control (full, three-quarter, half, one-quarter and zero load) is a further refinement that is practically universal in compressors of 150 hp. or more. Over-all efficiency is maintained even at fractional loads, particularly with synchronous-motor

drive, because the motor has a relatively flat efficiency curve.

Other Controls. For those who like special controls, compressors may be fitted with several types. Automatic shutdown devices can be put in the control circuit to stop the compressor dead in its tracks if the cooling water rises above a preselected temperature. They will do the same if lube-oil pressure gets too low or too high, if discharge temperature rises above a safe value, if a main bearing becomes overheated, or even if total power demand in the plant reaches the peak on which demand charge is based.

Six Easy Steps: With these facts in mind you're ready to make an intelligent selection of a new compressor. Just (1) estimate total air demand in terms of cubic feet per day; (2) find actual capacity in c.f.m. needed to meet maximum sustained demand (better add 20 to 30 percent to this figure to provide for leaks and new demands); (3) find the annual power cost for several compressor types and add water cost; (4) decide which compressor type will give the lowest air cost for the job; (5) select the control best suited to job demands, and (6) place your order for the compressor which meets these requirements. □□

TABLE III

Cooling Water Needed for Air Compressor*

	Gal. per 100 cu. ft. of free air
Separate intercooler	2.5-2.8
Intercooler and jacket in series	2.5-2.8
2-stage jackets alone (both)	0.8
Single-stage jackets:	
40 p.s.i.	0.6
60 p.s.i.	0.8
80 p.s.i.	1.1
100 p.s.i.	1.3

* From *Compressed Air Handbook*, published by Compressed Air and Gas Institute.

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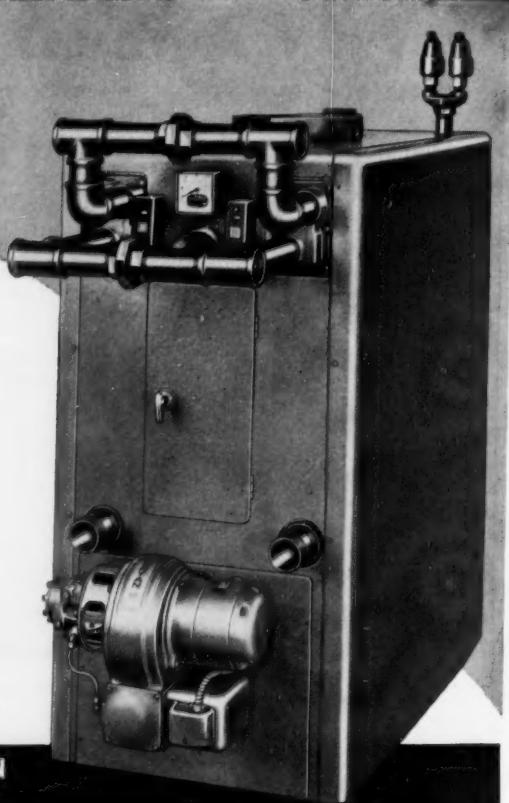
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Bringing Up Customers

The wheels go round and round and the clothes come out clean. That's about all the average customer knows about a laundry and drycleaning operation. But Ken Ballinger, owner of Anderson Laundry and Dry Cleaning Company, Anderson, Indiana, is taking the trouble to see to it that his customers have more than a hazy conception of what makes the "wheels go round" in his laundry and drycleaning departments.

Long an ardent booster of the industry, Ken has set up a plan to introduce his customers to the laundry and cleaning business. His latest effort has been to have professional photographers come into his plant to take pictures of actual operations. As a result he has about forty 28-by-28-inch pictures showing work being processed by Anderson.

Ken displays the pictures with descriptive captions on the walls of his main plant's call office and in his various

stores around the city. Periodically he switches pictures from one location to another so they're a constant source of interest to his customers.

The cost of having these pictures enlarged to a 28-by-28-inch size amounted to \$285—about \$7 each.

Management Workshop Held

More than 90 laundrymen from 11 different states attended the American Institute of Laundering's Management Workshop Conference in Greensboro, N. C., in November.

AIL President Edwin Pearce of Greensboro presided over the meeting. Among featured speakers from the Institute were: A. L. Christensen, "Changing Laundry Trends and Opportunities"; Cecil H. Lanham, "The Human Aspects of Management"; William F. Mercer, "Laundry Behavior and the Human Female"; Frank Onorati, "Laundry-Textile Cooperation Pays Off"; Robert O. Brown, "Using Figures in Management"; Ward A. Gill, "It's All Yours."

The second in this current series of Management Workshop Conferences is scheduled for January 29 to 31 in Dallas, Tex.



PICTURES ACQUAINT CUSTOMERS with processes in Ken Ballinger's plant. Displays are changed frequently to stimulate interest.

Michigan Managers Meet

The Southern Michigan Association of Institutional Laundry Managers held its November meeting at Pennock Hospital, Hastings, Mich. William Shumaker, International Steel Wool Corporation, gave a history of press padding, showing samples of old and new pads, and F. H. Bonn, F. H. Bonn Company, Chicago, discussed laundry specialties.

Annual Index

Readers' guide to 1953 STARCHROOM articles listed by classification and article titles

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- Break-Even Charts
- How Your Accountant Can Help You in Management Control
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 - Inter-Industry Conference
 - Joins AIL Membership Staff
 - Joins AIL Publicity Staff
 - Linen Supply News
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 - Made LSAA Public Relations Director
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 - Program 66th AIL Convention
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- Murder Will Out
- Self-Service Apprenticeship Proves Valuable Management Background
- They Know What They're Selling
- TV for Contented Customers
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- Ask Yourself These Questions
- Drive-Ins and Drycleaning Spell Success
- How To Upgrade Customers
- New Drive-In a Quick Success
- Opportunity Knocks Twice
- Super Drive-In Speeds Bundles
- What's Your Next Move

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- Synthetic Solvents
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Hot Water Coil
How Correct Storage Assures Good Oil Burning
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Methods of Water Softening, Part II
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Water Hammer

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Fabric Standards Project Initiated by ASA
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Report on Man-Made Fibers

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Extractor, Tumbler, Ironer Data
How To Finish Sport Shirts, Part I
How To Finish Sport Shirts, Part II
How To Train Flatwork Finishers, Part I
How To Train Flatwork Finishers, Part II
How To Train Operators on Yoke, Triple-Head and Backing Presses
How To Train Shirt Folders
How To Train Wearing Apparel Operators, Part I
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How To Train Wearing Apparel Operators, Part III
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Steel Square Plus Level Combination
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How To Pre-Test Applicants for Specific Jobs
How Your Accountant Can Help You in Management Control
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New Approach to a New Market
The Place of the Neighborhood Laundry in Our Business
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Self-Service Apprenticeship Proves Valuable
Management Background
A Self-Service Laundry Revisited
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What's Your Next Move?
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Basement Answers Space Questions
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Super Drive-In Speeds Bundles
What's Your Next Move?

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PRICING

The Bakers Tell the Facts
Customer Satisfaction

January 8
August 4

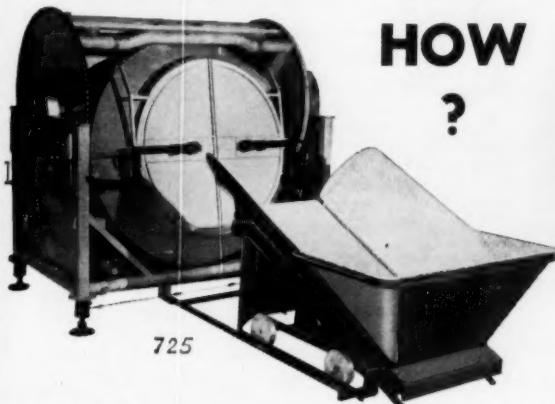
Purkett "BIGMOUTH" TUMBLER

Speaks For Itself . . . Its Performance

MEANS MORE PROFIT FOR YOU!

That's right . . . you can do every operation from extractor to ironer in less time and with more profit. Just quit fumbling and go to tumbling your flatwork with the 72" Purkett "BIGMOUTH" Tumbler. It will warm, soften and mellow your flatwork fast enough to keep several ironers busy.

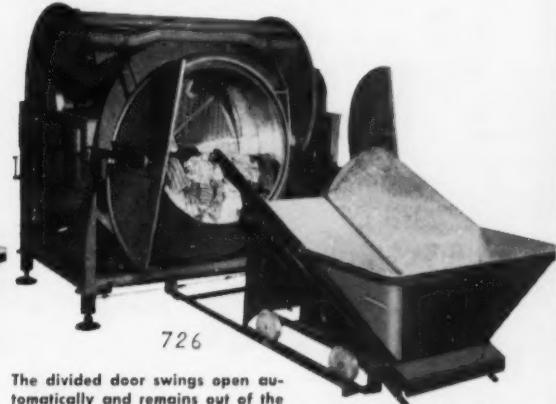
For smaller operations, the 48" Purkett "BIGMOUTH" will keep one ironer plenty busy.



725

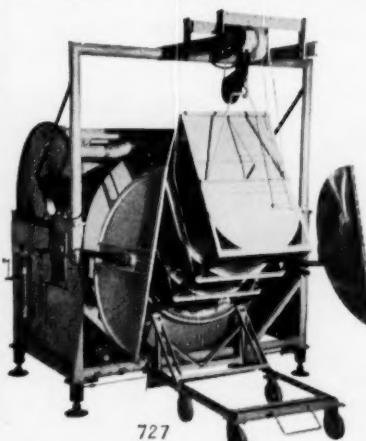
Doors fit tightly, permitting large loads to be tumbled.

**HOW
?**



726

The divided door swings open automatically and remains out of the way of the cylinder during the entire unloading and loading cycle. Doors now perforated for slight drying action.

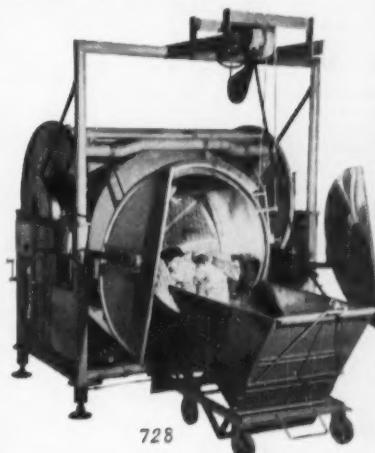


727

Illustrates hoist raising hinged hopper of loader truck, to permit the load to slide into the tumbler.

Because the Purkett "BIGMOUTH" Tumblers Have These Exclusive Features:

1. ELIMINATES HAND-SHAKING
2. AUTOMATIC REVERSING
3. AUTOMATIC UNLOADING
4. ENORMOUS CAPACITY
5. LOADS AND UNLOADS NON-STOP
6. HEAT CONDITIONING
7. NOT A DRYING TUMBLER



728

Illustrates hinged loader truck after depositing load into tumbler.

Popular and Profitable at Many

HOTELS • HOSPITALS • COMMERCIAL LAUNDRIES • LINEN SUPPLIES

For complete details and specifications of both models No. 48 and No. 72, write to any laundry machinery manufacturer, or . . .

PURKETT MANUFACTURING CO.
JOPLIN, MO.

PRICING (Continued)

How To Upgrade Customers
A New Self-Service Idea
Price Trends

PRODUCTION

Ask Yourself These Questions
Basement Answers Space Questions
Bluing, Bleaching and Souring Data
Folding for Customer Appeal
How To Avoid Extra Laundry Marks
How To Wash Cotton Carpet
Hydraulics Point the Way to Increased Production
Marking Room Efficiency
Plant Installs Giant Washers
Production and Management
Production Standards
Reducing Wetcleaning With the Charged System
Starching Data
They Tried a New Washing System

PUBLIC RELATIONS

Clubroom Proves Unique Idea
Self-Service Apprenticeship Proves Valuable Management Background

QUICK-SERVICE PLANTS

The Bakers Tell the Facts
Equipping the New Operation
A Laundry in a Supermarket
New Approach to a New Market
New Drive-In a Quick Success
Quick Service
TV Sells Sidelines

RADIO AND TELEVISION

TV for Contented Customers
TV Sells Sidelines

RESEARCH AND SURVEYS

Fabric Standards Project Initiated by ASA
Women Prefer Cottons

RHAPSODY IN BELLEW

Air-Pressure Pocket Cleaner
Automatic Shirt Spray
Basket Cart
Blackboard Reminders
Boiler Room Cabinet
Broom Holder
Bulk-Load Hangers
Bundle Pulley
Call-Office Workflow
Chair Hangers
Cheesecloth Dust Filter
Clear Track
Color in Plants
Condensate Remover
Conveyor Belt Cleaner
Cribbage-Score Bundle Tally
Current Saver
Dirt Strainer
Door Guard
End to Surge
Fill-In Ties
Folding Uniforms
For Automatic Control Service
For Greasy Griddles
For Moving Equipment
For Positioning Shirts
Gauge Illuminator
Handy Aluminum Scaffolding
Hat Rack
Heat Control
Heat Exhaust
Heating Element Fixer
Hinge Bar
Homemade Scoop
Icy Weather Tip
Lamp Shade Extractor
Light-Bulb Signals
Measuring Device
Mobile Desk
Net Hamper

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No Leak in Steam Chest
Numbered Trash Cans
Off-the-Floor Broom Rack
Paper Cup Receptacle
Pillow Ticking Clamp
Pin Holder
Pin Tray Pulley
Pipe Storage
Pre-Cut Tying Twine
Preventing Garment Slippage
Prevents Nut Loosening
Prowler Protection
Ready-Storage System
Rear View Mirror
Red Spots Extinguishers
Repairing Dampening Bowls
Roll-Towel Winder
Safe Receives Late Collections
Safety-Pin Bin
Sandpaper Spotter
Scale Guard Prevents Breakage
Shirt Box Wrapping
Shirt Holder
Shirt Pleat Bins
Sign Shows Starch Wanted
Skate Wheel Express Line
Skid Plank Storage
Soap or Solvent Dispenser
Soap Solution Conserver
Soiled-Bundle Conveyor
Soil Remover
Solvent Pump
Spiked Route Board
Starch Buckets
Static Collector
Static Control
Supply Bins
Tank for Cleaning Filter Screens
To Clean Fire-Tube Boiler
To Level Workbench
To Prevent Spontaneous Combustion
Towel Roller
Towel Roller Inquiry
Truck Loading
Truck Loading Ramp
Tumbler Damper
Tumbler Fire Control
Tumbler Light
Tumbler Tie-Down Bolts
Two-Way Water Drain
Valve Control
Warming Up Flatwork Ironers
Water Well Cleaner

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January 22

ROUTEMEN

"Bookkeeping Without Books"
Routemen's Bulletin Blackboard
Route Salesmen Training Program
Why Shepherd's Sales Contests Pay Off

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SAFETY

New Safety Films Available
Offer Accident Prevention Aids
Safety Film Directory
Safety Rules for Employees

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SALES AND SALES PROMOTION

Ad Campaign Boosts Shirt Volume 30 Percent
Button, Button, Who's Got the Button
Cleaning Premiums Boost Laundry, Too
Direct Mail Slanted to Local News
Industry Reaches Only 1 in 3 Potential Customers
Markets Are People
Masses With Money
Moving Signs in Taxis
New Drive-In a Quick Success
New Equipment Lures Larger Bundles
Opportunity Knocks Twice
The Place of the Neighborhood Laundry in Our Business
Route Salesmen Training Program
Self-Service Store Increases Call-Office Business 40 Percent
Super Drive-In Speeds Bundles

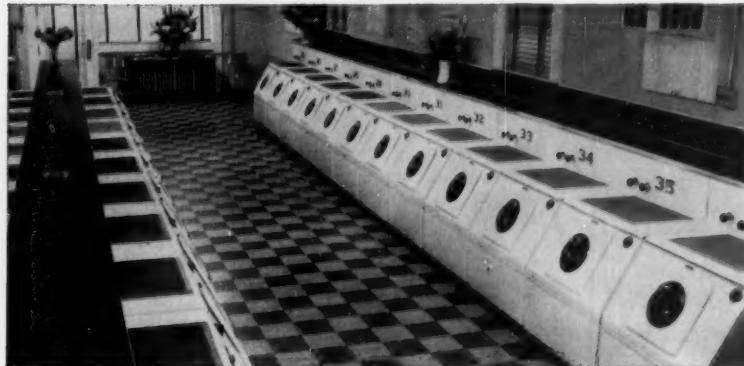
January 7
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June 12
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April 27

is your laundry service as modern as your customer?

she expects:

- One-day service at no extra cost
- A flexible operation that will handle a 2 or a 20-lb. bundle
- Freedom from the limitations of route man service
- A handy location—as near as her shopping center or within easy walking distance.

In short, your customer wants laundry service that fits in with her modern way of living. A quick-service operation helps you meet *all* her requirements—and increases your dollar volume, too.



ALD, Inc., authorized distributor of the Westinghouse Commercial Model Laundromat® in the quick-service field specializes in helping operators organize profitable quick-service operations using the famous Westinghouse Laundromat.



ALD, INC.

3849 N. Clark St., Chicago 13, Ill. • 2033 Farnsworth, Dallas, Texas
7402 Sunset Blvd., Los Angeles 46, Calif.
788 Market St., San Francisco, Calif.
ALD, New York, Inc., 37-28 30th St., Long Island City 1, N.Y.

Write or Phone! Regardless of Where You Are

- We will contact you personally to discuss the advantages of joining the ALD-Westinghouse family of operators. Contact any one of our 5 offices.



SALES (Continued)

They Know What They're Selling
TV for Contented Customers
TV Sells Sidelines
Two Years Without a Vacation
Where Are Your Prospects?
Where Is "Suburbia"?
Who's Who Wins Accounts
Why Shepherd's Sales Contests Pay Off

SELF-SERVICE

How To Upgrade Customers
It's Really Self-Service
A Laundry in a Supermarket
New Approach to a New Market
A New Self-Service Idea
A Self-Service Laundry Revisited
Self-Service Store Increases Call-Office Business 40 Percent

SHIRTS

Ad Campaign Boosts Shirt Volume 30 Percent
Button, Button, Who's Got the Button?
Do Your Sport Shirts Look Like This?
How To Finish Sport Shirts, Part I
How To Finish Sport Shirts, Part II
How To Train Operators on Yoke, Triple-Head and Backing Presses
How To Train Shirt Folders
Sport Shirts
Training Shirt Operators on the Sleever and Bosom Press

SIDELINES

Fur Section
How To Wash Cotton Carpet
New Equipment Lures Larger Bundles
NID Drops Dyeing Service
Receiving Corner Boosts Storage
Self-Service Apprenticeship Proves Valuable
Management Background
TV Sells Sidelines

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October 64 Give the Old Nag a Rest
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Industry Reaches Only 1 in 3 Potential Customers
Laundry Profits Up in 1952
Sport Shirts

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SYNTHETICS

ASA Sets Up Fabrics End-Use Performance Standards
The Chemical Age
Report on Man-Made Fibers

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AIL Bulletins and Reports
AIL Junior Management Course Set for September
AIL Management Course
AIL Repeats Short Courses
Drycleaning Course in Dallas
How To Finish Sport Shirts, Part I
How To Finish Sport Shirts, Part II
How To Train Flatwork Finishers, Part I
How To Train Flatwork Finishers, Part II
How To Train Operators on Yoke, Triple-Head and Backing Presses
How To Train Shirt Folders
How To Train Wearing Apparel Operators, Part I
How To Train Wearing Apparel Operators, Part II
How To Train Wearing Apparel Operators, Part III
Introduction to Training Finishing Operators
The Next Three Years
NID Offers Training Film
NID Summer Course Set
OMI Laundry School To Re-Open
Proper Personnel Training
Route Salesmen Training Program
They Know What They're Selling
Training Shirt Operators on the Sleever and Bosom Press
Two-Week Course at NID

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Formula for Truck Safety Awards
Light Delivery Trucks—Aluminum or Steel?

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Basement Air-Cooler
He Air-Conditioned His Laundry

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How To Wash Cotton Carpet
Low-Water Fuel Cutoffs
Methods of Water Softening, Part I
Methods of Water Softening, Part II
Methods of Water Softening, Part III
Modern Water Heating Methods
Neat Piping Arrangement
Plant Installs Giant Washers
Production and Management
Starching Data
Superheated Water—A New Laundry Tool
They Tried a New Washing System
"Ultrasonic" Needs Clarifying
Ultrasonics? Not Yet!
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New 1954 Chevrolet Trucks

New Power! New Economy! New Features you want!

New Chevrolet trucks for '54 are here to do your hauling or delivery job faster, more efficiently and more economically.

To begin with, they bring you thrifty new power in *all* models. You save time on every trip with extra reserves of high-compression horsepower under the hood—and you enjoy greatly increased operating economy as well.

In addition, these great new Chevrolet trucks offer new and even greater dependability with increased ruggedness throughout the chassis. You'll find heavier axle shafts in 2-ton models . . . bigger, more durable clutches in light- and heavy-duty models . . . more rigid frames in *all* models. Pickup and stake bodies are plenty rugged, too—and they're roomier for '54!

But that's only the beginning! You enjoy new cab comfort, convenience and safety. Instruments are easier to read . . . controls are easier to reach. A new one-piece curved windshield gives you greater visibility. The new Ride Control Seat* lets you drive in relaxed comfort hour after hour, over all kinds of roads. Seat cushion and back move as a unit to "float" you over bumps without back-rubbing.

In another great advance, new Chevrolet trucks offer you the last word in no-shift driving ease and convenience. With proved truck Hydra-Matic transmission* you can drive all day and make door-to-door deliveries without shifting or clutching. Fact is, there *is* no clutch!

These are some of the many big new benefits awaiting you in the new Chevrolet trucks for '54. Why not plan to get the whole money-saving story at your Chevrolet dealer's soon! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Most trustworthy trucks on any job!



ADVANCE-DESIGN TRUCKS

**CHEVROLET
ADVANCE-DESIGN
TRUCK FEATURES**

DUAL-SHOE PARKING BRAKE—greater holding ability on heavy-duty models. **NEW, LARGER UNIT-DESIGNED PICKUP AND PLATFORM STAKE BODIES**—give increased load space. **COMFORTMASTER CAB**—offers greater comfort, convenience and safety. **PANORAMIC WINDSHIELD**—for increased driver vision. **WIDE-BASE WHEELS**—for increased tire mileage. **BALL-GEAR STEERING**—easier, safer handling. **ADVANCE-DESIGN STYLING**—rugged, handsome appearance. *Optional at extra cost. Ride Control Seat is available on all cab models, "Jobmaster 261" engine on 2-ton models, truck Hydra-Matic transmission on $\frac{1}{2}$ -, $\frac{3}{4}$ - and 1-ton models.

MORE CHEVROLET TRUCKS IN USE THAN ANY OTHER MAKE!

NEW PRODUCTS and LITERATURE

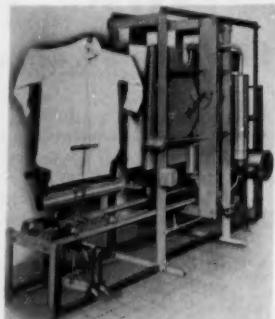
Western Anniversary Features New Press



L. N. Strike, head of Western Laundry Press Co., demonstrates Ajax Cabinet Bosom-Body Shirt Press to officials Nicholas L. Strike (left) and Otto H. Pearson

Western Laundry Press Co. of Salt Lake City is celebrating its twenty-fifth anniversary with the announcement of an entirely new Ajax Cabinet Bosom-Body Shirt Press which completely finishes the front, back and yoke in one lay in 15 seconds. Features of the new press include Ajax high-velocity heads for quick drying, all-steel construction, and new improvements in loading which will aid in training new operators. The new Ajax unit expedites the shirt as a finished product, requiring only a cabinet sleeve and a collar-cuff press.

This manufacturing accomplishment was made by a firm started modestly in 1929 by L. N. Strike, president of Western Laundry Press, who was then an engineer for a Salt Lake laundry company. Today, under his guidance, the firm has grown from 5 em-



ployees to over 100 and is second in machine manufacturing in Utah. Mr. Strike pioneered in an all-steel pressing machine to eliminate the danger of explosion; a feature which led the Navy to approve the unit for use aboard all its vessels.

From comparatively simple machines, the firm has advanced in 25 years to complex products.

Two New Bulletins by Hungerford & Terry

Two new bulletins have been announced by Hungerford & Terry, Inc. Bulletin IS-1 illustrates and describes the Inversand zeolite water softener in use by over 3,000 commercial and institutional laundries. This is a 24-page, two-color bulletin with 30 photographs of actual installations. The bulletin describes at length manual and automatic Inversand water softeners as used by laundries.

The second publication, "Ten Good Reasons," is a two-color condensed and nontechnical bulletin put out specifically for quick-service laundries. It describes a high-quality, inexpensive zeolite water softener already in use by over 500 quick-service laundries.

Copies of the bulletins may be had upon request to Hungerford & Terry, Inc., Clayton, New Jersey.

Steel-Framed Carriers Offered by Southern Mills



All-steel frames are featured in the new line of Cottonblosom baskets, trucks and hampers recently introduced by Southern Mills, Inc., Atlanta, Georgia.

The strong canvas of which these products are made is woven by Southern Mills. According to the manufacturer, the company wanted to contribute its knowledge of the laundry and drycleaning industries to the creation of stationary and mobile baskets that are sturdy and long-lasting under hard use in busy plants. The new line includes more than a dozen varieties of trucks and hampers in popular sizes.

McDonnell Offers Catalog

A new condensed catalog and price list of safety devices for steam and hot-water tanks and hot-water tanks has been published by McDonnell & Miller, Inc., 3500 N. Spaulding Ave., Chicago 18, Ill.

This is the newest edition of a catalog designed to give information on the standard McDonnell boiler feeders, low water cut-offs, pump controls, and pressure and temperature relief valves. Copies of the catalog are available from McDonnell & Miller, Inc.

Time Recorder Featured



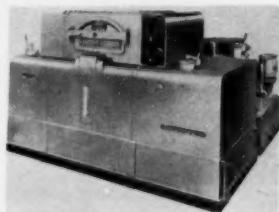
To provide an immediate visible record of the busy and idle time of plant machinery, Service Recorder Co., 1375 Euclid Ave., Cleveland 15, Ohio, has introduced Model M Servis Recorder.

Since the unit requires only a wire connection to a machine's motor, it can be placed anywhere that it is convenient. The recording can be seen as the machine operates. To prevent unauthorized opening of the recorder, the chart shows whenever the case has been locked or unlocked. The standard 24-hour chart revolves three times, making a total record of three days and nights on a single chart. Twelve-hour and 8-hour charts are also available. If desired, an elapsed timer or counter is included in the recorder.

Field tests, the company states, have proved the success of the device when used with laundry washers and extractors.

Model M folder, available from the manufacturer, describes the new device in detail and includes data on various electrical hook-ups.

Detrex Introduces High-Production Unit



The new Detrex Ambassador, the largest unit of its kind available to the drycleaning industry, has been announced by the Detrex Corporation of Detroit. H. R. Norgren, sales manager of the Detrex Drycleaning Division, said the Ambassador was designed to bring synthetic solvent drycleaning within the range of big-volume operators, such as power laundries, chains, hotels and institutions.

The new Ambassador is geared to handle three loads, totaling over 200 pounds per hour in regular, fully automatic cycles. Equipped with large loading doors, it can easily handle such bulky items as draperies and slipcovers. The still, Mr. Norgren said, will have an hourly capacity of 120 gallons and the filters over 3,000 gallons per hour.

Both the standard Detrex Process and the Detrex Two-Bath Process, for 3 to 4 percent strong soap solution, will be available with the Ambassador.

The principles of rugged construction, durability and dependable performance incorporated into the Detrex Coronet, with an 80-pound capacity, and Monarch, with a 120-pound ca-



Specialists in Laundry Cleaning Products

"Wyandotte's New Economy Twins[†] save us over 1000 gallons of hot water per load!"

Louis Freid, Dispatch Laundry, Detroit



Mr. Ben Freid inspects the work improvement through the use of K-5 and CARBOSE CR in the 54" x 120" wash-wheel at Dispatch. CARBOSE CR, a

new, exclusive "CMC" product especially made for cold-water rinsing, can be used on family and commercial work with equally fine results.



Dispatch gains more steam for their flatwork ironers and presses with Wyandotte's **Economy Twins**—K-5 and CAR-

BOSE CR. K-5 is an economical alkali. It rinses well in cold water . . . is an ideal companion product for Wyandotte CARBOSE CR.



Largest manufacturers of specialized cleaning products for business and industry

When writing to advertisers please mention STARCHROOM LAUNDRY JOURNAL

"Wyandotte's new K-5 and CARBOSE CR are giving us much greater economy than we ever had before," reports Mr. Louis Freid, production manager, Dispatch Laundry, Detroit, Michigan.

"Formerly, with three hot rinses, we used over 1000 gallons of hot water per load in our 800-lb. washer. Now, with Wyandotte K-5 and CARBOSE CR, we use three cold-water rinses!"

"This cuts our hot water needs down more than 1000 gallons for each load—a sizable reduction in fuel costs. We have more hot water left in our tank, both for the next suds operation, and for steam to our flatwork ironers and presses.

"In addition, K-5 and CARBOSE CR have given us an improvement in color and whiteness retention!"

†New Economy Twins— K-5 and CARBOSE* CR

Ask your jobber or Wyandotte laundry specialist for a demonstration of the fabulous **Economy Twins**. Ask him also about other Wyandotte products for better laundry cleaning—APACHE*, RIDDAX, ARLAC*, SKORTEX*, RINTEX, RUSKO, CARBOSE 53. *Wyandotte Chemicals Corporation, Wyandotte, Michigan. Also Los Angeles 12, California.* *Reg. U.S. Pat. Off.



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More beautiful work. The smoother, finer quality finish Asbeston gives all your flatwork makes regular customers happier, and helps win new ones, too. Woven of asbestos fibers and specially impregnated, Asbeston stays smooth and strong — won't hold steam or get soggy. And it helps prevent wrinkling — saves time-wasting reruns.

More economical work. Your overall cover costs are actually less, because Asbeston resists scorching and breakdown — wears far longer than ordinary covers. So it saves on down time and replacement costs. And it allows higher machine speeds, more work per hour.

Yes, for customer-pleasing, profit-making efficiency, you'll find nothing's as good as Asbeston.



Write for
names of fabricators
today.



Textile Division

UNITED STATES RUBBER COMPANY

1230 Avenue of the Americas, Rockefeller Center, New York

pacity, have been retained in the larger Ambassador, Mr. Norgren declared. All three machines feature the Detrex divided-load principle in which solvent recovery takes place in a separate unit—the Synth-O-Saver—without tying up the drycleaning equipment. This feature practically doubles production, according to Detrex, with the added advantage of affording flexibility of installation

plasticized cover-flap which prevents moisture from evaporating from truck contents.

After the operator loads the truck, he throws the flap over the contents and tucks the flap-edges between the work and the plasticized canvas sides of the truck body. This encloses the load in a plasticized container and permits the work to be stored for extended periods without noticeable loss of moisture, thus eliminating restarching and dampening.

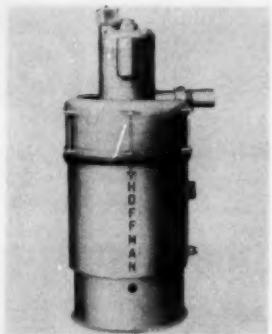
The 36-inch height of the truck brings the rim to press level and facilitates transferring work from the truck to the press. Inside dimensions of the canvas body are 30 inches long by 18 inches wide by 16 inches deep. It will hold 125 shirts laid out. The plasticized flap is securely sewed to one side of the plasticized body.

For further information write to W. T. Lane & Bros., Inc., Poughkeepsie, N. Y., referring to Style 68LC, with flap.

New Yarway Bulletin



Hoffman Introduces Unit



A new Bulletin, WG-1813, on equipment for televising boiler-water-level gauges has just been issued by the Yarnall-Waring Company. The equipment includes TV camera, illuminator, monitor and all necessary linkage. Auxiliary viewing monitors are also available.

Copies of the bulletin can be had by writing the Yarnall-Waring Company, Philadelphia 18, Pa.

Lane Offers New Truck



A new air vacuum system, Model HV-2, has been announced by U. S. Hoffman Machinery Corp., New York, for use on either one or two pressing machines. According to the manufacturer, the new unit provides improved quality and increased production for small pressing operations. It is also suggested for larger plants where single presses are installed too far from other machines to be connected to the central air vacuum system.

The exhauster and electric motor on this model are mounted directly above a circular, one-piece condensate tank of the same diameter to provide a compact unit. This unit is equipped with a one-piece steel shell tank that has a complete circular baffle to insure thorough separation of all water and lint from the air stream. The unit also has a 6-gallon water-storage tank.

A new elevated laundry truck introduced by W. T. Lane & Bros., Inc., features a

Hild Introduces Improved Brush Design

The Shower-feed brush used on Hild Model C or Model UC

floor scrubbing machines has been redesigned as a two-part unit: a permanent, aluminum brush back and a wood-back refill block. When the bristles become worn, the operator discards the worn block and attaches a new refill block.

Hild refill blocks are made with a special laminate which does not warp or swell and resists the chemical action of soaps and detergents, according to the manufacturer. The blocks are available with a variety of bristles.

Further information is available from Hild Floor Machine Co., 740 W. Washington Blvd., Chicago 6, Ill.

Young Men's Program

The American Institute of Laundering has announced the program for its fifth annual Young Men's Conference, to be held February 9-10 at the Hotel Statler in Washington, D. C.

The opening conference, on selling, will include talks by Murray McCloskey, Clean, Inc., Sylacauga, Ala., and L. C. Bruce, Jr., Star Laundry, Winston-Salem, N. C. Industry participants in the afternoon conference on management problems will be Clive B. Buckley, Buckley Cleaners and Launderers, Milwaukee; Russell P. Dale, Jr., Dale Brothers Laundry, Springfield, Mass., and R. L. Cline, Jr., Lake Side Laundry, Lake Charles, La.

The second day's morning conference will be addressed by George Foley, Slick's Gary Laundry Company, Gary, Ind., and other speakers on employee problems. Speakers at the closing conference will include Douglas Fraser, Fine Arts Laundry, Detroit, whose subject will be "Make As Much Money As You Want," and Richard J. Brown of Whyte's Laundry, Roslindale, Mass., on "Laundry—Dry-cleaning, They Go Together."

Each conference will be followed by a question-and-answer session. There will also be a dinner conference on February 9 and luncheon conferences on both days. The general theme of the conference is "A Blueprint for Better Sales—More Profits."

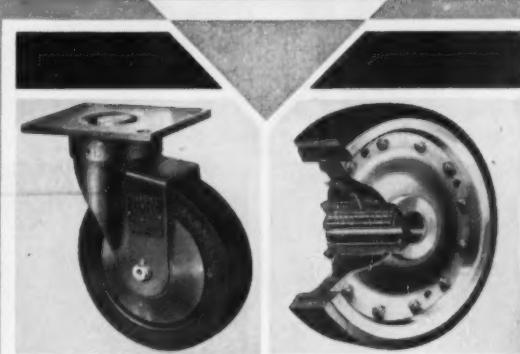
Fabric Performance Standards

At the request of the National Retail Dry Goods Association, the American Standards Association will undertake a project to develop minimum performance requirements for all fabrics used in wearing apparel and household furnishings.

The ASA sent out invitations to about 200 organizations to attend a conference on January 15 in New York. Launderers and drycleaners are among those members of the textile industry invited to the conference.

It was suggested by the NRDGA that the American Standard Minimum Requirements for Rayon and Acetate Fabrics, L22, be used as a guide for the new project. L22 is a set of definitions and minimum requirements that creates a common language among all who manufacture, distribute and use rayon and acetate fabrics. It is believed that national use of such performance standards for all fabrics will improve customer relations, cut down on returned goods and reduce damage to fabrics in cleaning and laundering.

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Always

SWIVEL and **ROLL**

Darnell Casters and Wheels start cutting costs from the very first day of installation. Easy rolling and swivelling increase employee efficiency, save floors and help add to production. With over 4000 types of casters and wheels to select from you can specify the exact model to meet your requirements.

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NEWS

from the

ALLIED TRADES

Sutherland Paper Announces Staff Changes



BILL BROACH



J. W. POWELL

Sutherland Paper Company, Kalamazoo, Mich., has announced the following changes in its field sales staff:

Bill Broach, who has handled the Florida territory for the past three years, has been appointed to a newly created territory with headquarters in Detroit.

Succeeding Mr. Broach will be J. W. Powell, who has had 17 years of experience in the paper industry, mostly in the packaging field. In addition, he has had nine months of training and special assignments with Sutherland.

Galen Gibb, formerly assistant manager of specialty sales in the Western territory, has been assigned a regular sales territory with headquarters in Kalamazoo. He will service the jobbing trade, a phase of the paper industry in which he has had 18 years of experience.



GALEN GIBB

Max Carraway, who has had the Kalamazoo territory for the past year, will continue in the same but expanded territory, where he will concentrate on direct accounts.

Solvay Starts Operation at Perkins Plant

Chlorine-caustic soda operations have started at the new Perkins plant of the Solvay Process Division, Allied Chemical & Dye Corporation, Moundsville, W. Va. This plant, Solvay's initial operation in the Moundsville area, utilizes salt from a deposit located under the property as raw ma-

terial in chemical production. A plant for the production of chlorinated methane products is now being built by Solvay at Moundsville and is expected to go into operation during the summer of 1954. Chlorine for this project will be supplied by the new chlorine-caustic soda plant.

American Names Haney As Aulen Retires



JOHN F. AULEN

John F. Aulen, Southern sales division manager of The American Laundry Machinery Company, Cincinnati, Ohio, has announced his retirement, effective January 1, 1954. Mr. Aulen celebrated his fiftieth anniversary with the company in November 1952.

C. O. Knowlton, vice-president and general sales manager of the company, has appointed Mr. Aulen's assistant, Elmore A. Haney, as the Southern sales division's new manager. Mr. Haney joined the company in 1924 and has had wide field experience, including assignments connected with offices in Kansas City, St. Louis and Cincinnati.

At the same time, Mr. Knowlton announced the promotion of Clarence W. Neu as assistant Southern sales manager to take over Mr. Haney's present duties.

Huron Names Pfaff



JEFFREY P. PFAFF

Jeffrey P. Pfaff has been appointed manager of the Midwest division of the Huron

Milling Company, New York, N. Y. A Huron representative since 1946, Mr. Pfaff will direct the company's sales and promotional programs in the eleven states that comprise the Midwest division. Mr. Pfaff formerly covered Illinois, Indiana and the Chicago area.

According to Huron, the appointment is the latest in a series of organizational changes designed to provide better service to customers in the laundry starch field.

Pellerin Milnor Names Finley Representative



JACK FINLEY

Norvin L. Pellerin, president of the Pellerin Milnor Corporation, New Orleans, has announced the appointment of Jack Finley as special sales representative.

Mr. Finley, who has devoted the past 13 years to the laundry and drycleaning industries, was on the sales force, during 1951 and 1952, of the Pellerin Laundry Machinery Sales Company of New Orleans. He has made an extensive study of the Milnor system of individual washing and is considered an authority in this field. He will represent Milnor from coast to coast.

Distributors Form Group

Several distributors of laundry and drycleaning supplies and equipment have formed Affiliated Laundry & Cleaning Distributors. This organization is designed to help the members give better service to the launderer and drycleaner as well as to the manufacturers of supplies and equipment for the industry. All members of the group are also members of the LCATA, AIL and NID.

At present the group includes the following companies: M. M. Baddeley, Inc., Pittsburgh, Pa.;



It's the ORIGINAL
and IMPROVED...

Callaway Knitted Nylon Callanet!

CALLAWAY—*first* with the best!

For economy's sake—compare our laundry net prices by weight. They are the answer to your "net" problems.

Available in solid colors.

Contact your Callaway Representative for details of CALLANET—the laundry net that's made the way *you'd* make one.



Callaway Mills Inc.

SALES SOLICITORS

295 Fifth Avenue, New York 16, N.Y.

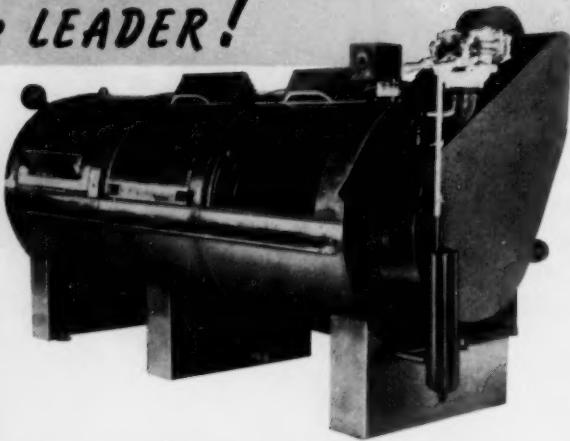
Chicago 54 • Boston 11 • Detroit 1
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33 OUTSTANDING FEATURES make HENRICI the LEADER!

NO OTHER WASHER CAN MATCH THESE 33 HENRICI FEATURES

- Flat Sided Cylinder • Great Agitation • Unequalled Supply Intermix • "Dished" Cylinder Heads • "Spray Action" Ribs • "Tumble Barrel" Roll • More Cylinder Perforations • Stainless Steel Construction • Faster Cylinder Speed • "Hypercent" Mixing Chamber • Full Safety Features • Full Diameter Cylinder Trunnions
- Complete Inching Control • Easy Unloading • Individual Replaceability of all Cylinder Parts • Single or Double End Drive • Combination V-Belt and Roller Chain Drive with Full Take-up Features • Special Laundry Reversing Motor with Brake and Unit Control Device • Ball Bearings Throughout • Sliding Shell Door for Each Cylinder Pocket • Solid-Welded Life-Time Leakproof Shell • Extra-Wide Cylinder Doors (choice of sliding or hinged types) • More Lifting Ribs • Right or Left Hand Controls • Self-Cleaning, Easy-to-Get-At "Simplex" Foot Treadle Dump Valve • Wide Supply Troughs • Water Seals on Trunnions • Outboard Bearing Housings • Cylinder Interior Free of Rivet Heads or Welding Seams • Compact Design of External Parts • Water Manifold Full Length of Washer with Inlets for Each Cylinder Pocket • Adjustable Bottom Cylinder Door Stops • Lifting Eyes on Each End of Shell

*NOTE: an exclusive feature of the Henrici "Cyclone" model only



Illustrated is the 42 x 108" Henrici "Cyclone" model Stainless Steel Washer (3 pocket, 3 door) complete with automatic float-type valve, Henrici "Rinsometer" for automatic control of dump valve, heavy-duty reversing-type motor with 2-way push button control, thermometer and steam valve and piping. Capacity: 510 lbs. dry weight.

Send for catalog



HENRICI

LAUNDRY MACHINERY CO.
12 HENRICI ST., BOSTON 26, MASS.

William G. Fitzsimmons, Inc., Cambridge, Mass.; Norton & Williams, Inc., Westfield, N. J., and E. J. Rutherford & Co., Inc., Philadelphia, Pa.

Affiliated Laundry & Cleaning Distributors has published a catalog of laundry and dry-cleaning supplies and equipment. It contains a section of products carried by all members, and each member's edition also contains a list of products carried by his own firm.

Hercules Names Sales Managers

New appointments as managers in three sales districts of Hercules Powder Company's Synthetics Department have been announced by J. W. L. Monkman, director of sales for the department.

F. H. Crymes has been appointed district manager in Chicago, W. F. Power district manager in San Francisco, and F. W. Beavers district manager in Cincinnati.

With the appointment of Mr. Beavers, Cincinnati is now designated as a new district sales office. It formerly was operated as a suboffice.

Mr. Crymes, who has been

manager in the San Francisco district, succeeds J. G. Little in Chicago. Mr. Little has been named a sales manager in Wilmington.

Mr. Power, the new San Francisco district sales manager, has been a technical sales representative in the New York office for the past eight years.

Cowles Expands Plant

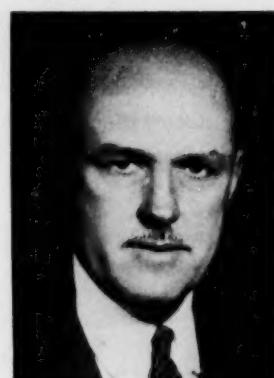
Cowles Chemical Company, Cleveland, has announced that construction of a 20,000-square-foot addition to its plant at Skaneateles Falls, N. Y., is under way. When completed in mid-1954, the addition will make available increased warehouse space and provide for a new plant office and control laboratory, as well as expanded facilities and pilot plant operations.

Carroll Plans Move

It has been announced that The Frank T. Carroll Co., 129 E. Gay St., Columbus, Ohio, plans to relocate in the near future.

Frank Castle is now associated with the firm, a distributor of laundry supplies and equipment.

Garvey Heads Fund



JAMES M. GARVEY

James M. Garvey, president, The American Laundry Machinery Company, has accepted the chairmanship of the Cincinnati Committee of American Industry, it has been announced by Colby M. Chester, national CAI chairman and honorary chairman, General Foods Corporation.

The Committee of American Industry, a division of the National Fund for Medical Education, is spearheading a nationwide appeal to raise

\$10,000,000 each year for the country's 79 medical schools.

In accepting the appointment, Mr. Garvey emphasized that the medical schools are engaged in a constant struggle for financial solvency. "If industry and other private sources do not accept their responsibility for maintaining the nation's medical standards," he declared, "the schools may be forced to depend on government subsidies."

In the brief period since organization of the Fund in 1949, almost \$5,000,000—received from industry, the medical profession, foundations and individuals—has been distributed in the form of unrestricted grants to the medical schools.

Staley Optimistic

Demand for industrial starches should continue at a satisfactory level during 1954, according to A. E. Staley, Jr., president of A. E. Staley Manufacturing Company, Decatur 60, Ill. This optimistic outlook is based on the assumption that there will be no appreciable decline in general business activity.

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*invisible
marking
at low
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FANTOM-BANTAM

The world's only method of invisible marking, National's FANTOM-FAST, now has an offspring . . . The Fantom-Bantam unit! Ideal for shirt identification and bachelor bundles, a must for the small laundry. Manually operated; contains 6 type wheels, each with full alphabet and numerals 0 to 9. Characters about twice as big as regular black ink marks. Every plant has its own symbol.

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By simply refilling your water softener with Elgin High Capacity Zeolite, you can increase its soft water output 3 to 10 times.

Installing an Elgin Double Check Manifold will permit you to add enough zeolite to your water softener to greatly increase its soft water output.

For those who require a new unit, the Elgin Double Check Water Softener will deliver up to 44% more soft water.

For details write **Elgin-Refinite, Inc.** A Division of Elgin Softener Corporation, 150 North Grove Avenue, Elgin, Illinois.

about 3,000 plantowners, who represent 10 percent of the entire drycleaning industry, attended our operating demonstrations," stated Mr. Norgren. Representatives of the Detrex home office or its distributors' staffs were on hand at each location to answer questions and supervise the demonstration.

In the Detrex process, drycleaning machines are combined with solvent recovery units. The former fill, wash, drain and extract, while the latter recover solvents, air the garments and remove lint.

Permutit Expands Manufacturing Facilities



Architect's drawing of new Permutit plant at Lancaster, Pa.

The Permutit Company has announced that it is building a modern metal-working plant at Lancaster, Pa., scheduled for completion by spring. The new plant will cost about \$750,000 and will occupy 2 acres on a site of approximately 30 acres.

According to H. W. Foulds, president, the move is designed to expand and increase manufacturing facilities and to in-

crease the sales potential of the firm's varied products, including water-conditioning equipment. The consolidation at Lancaster of two similar activities in plants at Brooklyn, N. Y., and Philadelphia, Pa., will effect substantial economies, he stated.

The main executive and sales office continues at 330 W. 42nd St., New York 36, N. Y.

Hercules Opens New Office

The establishment of a new sales office in Atlanta, Ga., for Hercules Powder Company's Synthetics Department has been announced. The office is located in the Rhodes Haverly Building, 134 Peachtree St., where two other Hercules departments maintain sales offices.

The new sales office is a sub-office of the Wilmington district, which is managed by John F. Copeland. Charles S. Huhn will serve as technical sales representative in the Atlanta office, which will handle sales in Florida, Georgia, North

and South Carolina, and parts of Alabama and Tennessee, the announcement stated.

New Omaha Supplier

Merchants Chemical Co., Inc., 60 E. 42nd St., New York, has taken over the laundry and dry-cleaning supply business for the Omaha, Neb., territory of Kennedy and Parsons Co., 810 Howard St., Omaha, according to an announcement by J. K. Watkins, Jr., vice-president of Merchants. W. P. Mann is district manager of Merchants in this area.

Camelforms

CUT COSTS ON LAUNDRY PACKAGING

For more than fifteen years leading laundries have found CAMELFORMS the **Most economical** **Most practical** **Quickest set-up** method for laundry packaging. Your cost will be about one-half of what it is with any other method of packaging. Write for samples and prices. **WRITE DEPT. A-1**

Campbell
BOX AND TAG COMPANY
Main and Guide Streets, South Bend 23, Ind.

PAID ADVERTISEMENT



Convention Calendar

National Institute of Rug Cleaning
McAllister Hotel and Miami Auditorium
Miami, Florida
January 15-18, 1954

Louisiana Laundry and Cleaners Association
Alexandria, Louisiana
January 22-24, 1954

Minnesota Institute of Laundering and Cleaning, Inc.
St. Paul Hotel
St. Paul, Minnesota
January 30-31, 1954

American Institute of Laundering
Young Men's Conference
Hotel Statler
Washington, D. C.
February 9-10, 1954

National Institute of Drycleaning
National Guard Armory
Washington, D. C.
February 11-14, 1954

New Jersey Laundry and Cleaning Institute
Essex House
Newark, New Jersey
February 25, 1954

Mid-West Cleaners & Launderers
President Hotel
Kansas City, Missouri
March 4-6, 1954

Diaper Service Institute of America
Congress Hotel
Chicago, Illinois
March 14-17, 1954

Texas Laundry & Dry Cleaning Association
Austin, Texas
March 25-26, 1954

"Taubman"
LAUNDRY MARKING PEN
used by
LEADING LAUNDRIES
and DRY CLEANERS

STOP HUNTING FOR FUGITIVES AND STRAYS!

• BLACK, INDELIBLE INK
• GREATER INK SUPPLY
• WON'T WASH OUT
• WON'T DRY OUT
• DARKER, CLEARER MARKINGS
• WRITES SMOOTHLY ON FABRIC OR PAPER
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329
6 1/2" LONG

Thru your Jobber or write direct giving Jobber's name.
SAMUEL TAUBMAN & CO., 1 West 34th St., Dept. S, New York 1, N. Y.

**Shirts
stay
new
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• Shirts stay fresh-looking far longer when you wheel size them with Velvet Rainbow Starch.

It gives shirts crisp good looks plus comfortable day-long wearability. It's the Velvet Wheat in Velvet Rainbow that does the trick . . . the unmatched Velvet Wheat used only by the Huron Milling Company that adds pliability without harshness to all shirts.

Velvet Rainbow costs only about a penny for every 5 shirts—and that's a real bargain.

VELVET RAINBOW® STARCH

Guaranteed 50% Velvet Wheat

Helps You Do Quality Work—Sell It Too

THE HURON MILLING CO., 9 Park Place, New York 7, N. Y.

IF IT'S WEAR YOU WANT...
AT NO EXTRA COST



SPECIFY

DANDUX

CANVAS BASKETS

trucks, hampers, extractor covers & bags

FROM YOUR DEALER

C. R. DANIELS, INC.

Daniels, Md.

75 West St., New York 6, N. Y.
549 W. Randolph St., Chicago 6, Ill.

"Best
deal
yet!"

says Western
laundry owner



• Huron's new promotion campaign is paying off right now for Velvet Rainbow starch users across the country.

Spearheaded by a brand-new idea—ads in *Life* telling consumers to send their shirts to the professional laundry—the Huron promotion furnishes operators using Velvet Rainbow with complete material to tie their laundries in with the *Life* ads.

Make sure you get your share of the extra business being stirred up by Huron. Ask your distributor salesman about free radio transcriptions, ad mats and in-store displays. Do it today.

VELVET RAINBOW® STARCH

Guaranteed 50% Velvet Wheat

Helps You Do Quality Work—Sell It Too

THE HURON MILLING CO., 9 Park Place, New York 7, N. Y.

NEW!

FOR PACKAGE UNIT LAUNDRIES

Key-Tag's Model A-15

**FLAG CHECKING
SYSTEM**

3-WAY
CHECK!

1 BY COLOR
2 BY NUMBER
3 MECHANICAL
CODE LOCK MAKES
MISTAKES IMPOSSIBLE

FLEXIBLE—FITS YOUR PRESENT SYSTEM
WRITE TODAY FOR FREE FOLDER

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North Carolina Association of Launderers and
Cleaners, Inc.

Battery Park Hotel
Asheville, North Carolina
April 7-8, 1954

Massachusetts Laundryowners' Association, Inc.
Hotel Statler
Boston, Massachusetts
April 9-10, 1954

Ohio Laundryowners Association
Leland Mansfield Hotel
Mansfield, Ohio
April 22-23, 1954

North Dakota State Laundryowners
Graver Hotel
Fargo, North Dakota
April 23-25, 1954

Laundry & Cleaners Allied Trades Association and
Laundry and Dry Cleaners Machinery Manufacturers
Association
Broadmoor Hotel
Colorado Springs, Colorado
April 27-30, 1954

Linen Supply Association of America
Edgewater Beach Hotel
Chicago, Illinois
April 29-May 1, 1954

Pennsylvania Laundryowners Association
Traymore Hotel
Atlantic City, New Jersey
April 29-May 1, 1954

New York State Laundryowners' Association, Inc.
Sheraton Hotel
Rochester, New York
May 6-8, 1954

Laundryowners and Dry Cleaners Association of
Montana, Southern Alberta and Northern Wyoming
Hotel Florence
Missoula, Montana
May 7-8, 1954



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Insist On A Bock
and
You Will Have The Best
We have made Extractors
Exclusively For 35 Years

Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

NO LINER NEEDED with GROSS STAR ALUMINUM GRID-PLATES



up to 46" \$14.85
mushroom... 11.00
over 46".... 19.25
from your jobber

Perfect heat and steam control are attained through the exclusive metal, vent-spacing and pressing surface of Gross Star Plates. No grid plate liner is needed with any press.

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Obituaries

Mortimer Julius Bachrach, 41, who had been engaged in the laundry industry and allied trades for 20 years, died recently. At the time of his death he had been with the Whitman Supply Company in the Bronx, New York, for six years. He had previously been with Soalco Products Company, New York, for four years, and prior to that had been laundry manager for several linen supply plants in Greater New York. Mr. Bachrach is survived by his wife and daughter. Funeral services were held in New York on December 28.

William S. Birdsall of H. Kohnstamm & Co., Inc., New York, died recently after a long illness. He is survived by his widow.

Mrs. Mary Flynn of the Flynn Towel Supply Company, Providence, Rhode Island, died December 23 after an illness of several months. She was the widow of Hugh P. Flynn, a past president of the New England Linen Supply Association and the Linen Supply Association of America.

Meyer Jaffe, 67, president of the Pearl Road Laundry Company, Cleveland, died on November 16. Among survivors are his wife, three daughters and a son.

William T. Morecock, 83, laundryowner and operator of Portsmouth, Virginia, died recently in Richmond. He is survived by one daughter, two sons and a grandson.

John A. Murphy, 50, general manager of Hessler Laundry Company, Paterson, New Jersey, died suddenly of a heart ailment. Survivors are his wife, one son, a sister and two brothers.

Arthur C. Prendergast of Revere, Massachusetts, died recently. Mr. Prendergast was for many years an active member of the Massachusetts Laundryowners' Association and was associated with Capital Laundry and Bryans Laundry.



Porter J. Richards, until recently general sales manager of the Washex Machinery Corporation, Brooklyn, New York, passed away on November 30. For over thirty years he was a familiar figure in the laundry and drycleaning industries, having been associated with several leading allied trades organizations.



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LAUNDRIES and CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Republic 9-3816. 472-2

For Sale—Laundries, Drycleaning Plants, Rug Cleaning Plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228th St., LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3891.** 9653-2

THRIVING LAUNDRY PLANT located in the Ft. Worth, Dallas, Texas area. Completely equipped with the latest American equipment, including Formatic shirt line, air conditioner. Doing over \$110,000 business. This plant is a laundry owner's dream, needs no repairs or equipment replaced, it is exactly like you would like to equip a dream plant, so naturally it is a profitable business. This is one of those once-in-a-lifetime opportunities. **ADDRESS: Box 418, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRY AND DRYCLEANING PLANT, ESTABLISHED 30 YEARS. ANNUAL GROSS \$200,000. GOOD LEASE, 4 ROUTES, DRIVE-IN, NO UNION. WILL SELL ONLY AS GOING CORPORATION. M. A. TEAGUE, P. O. BOX 307, EVANSVILLE, IND. 422-2

Modern laundry and drycleaning plant in prosperous central Illinois, drawing population 60,000. Established 40 years. Complete details by writing. **ADDRESS: Box 446, STARCHROOM LAUNDRY JOURNAL.** -2

FOR SALE—Laundry includes building 60 ft. front on main highway, modern equipment, supplies, owner-run for 26 years. Will sacrifice for \$25,000, terms. Write: U. S. French Laundry, 2319 Main St., Susanville, Calif. 448-2

For Sale—Small laundry and drycleaning plant in the heart of Magic Valley, Idaho. Established over twenty years. Modern equipment. For complete details and terms write: Buhl Laundry & Dry Cleaners, Buhl, Idaho. 464-2

Laundry and cleaning plant in fertile farming valley in southern California, on transcontinental highway. Ideal winter climate. \$100,000 gross income. Two boilers, American Sylva flatwork ironer, Automatic folder, all-metal Cascade washers. **ADDRESS: Box 473, STARCHROOM LAUNDRY JOURNAL.** -2

Laundry and drycleaning plant in prosperous central Ohio city. Only laundry in city of 14,000. Brick and tile building with apartment over plant. Gross yearly business \$150,000. Price \$90,000 with long-term lease on real estate, or will sell business and real estate together. **ADDRESS: Box 477, STARCHROOM LAUNDRY JOURNAL.** -2

LAUNDRY PLANT IN MID-ATLANTIC SEABOARD STATE. GROSS OVER \$300,000. COMPLETELY EQUIPPED WITH MUCH NEW EQUIPMENT. PRICE INCLUDES BUILDINGS, LAND, TRUCKS, EQUIPMENT AND LAND FOR EXPANSION. ADDRESS: Box 478, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE IN PUERTO RICO—Largest laundry and drycleaning plant in second largest city. Annual volume \$25,000. Payment facilities and excellent good will. Nice clientele. **ADDRESS: Box 479, STARCHROOM LAUNDRY JOURNAL.** -2

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 301-27

SITUATIONS WANTED

LAUNDRY GENERAL MANAGER—Managed one of America's largest and finest plants for a number of years. Many more years of good practical experience. 53 years of age, married, college trained, excellent health. Available for large scale operation. Salary \$12,000 per year minimum. **ADDRESS: Box 459, STARCHROOM LAUNDRY JOURNAL.** -5

Manager or general laundry superintendent. 18 years experience in laundry and drycleaning operation. Family responsibilities. O.M.I. graduate. Age 37. Complete knowledge of incentives. **ADDRESS: Box 486, STARCHROOM LAUNDRY JOURNAL.** -5

WAREHOUSE MANAGER—Linen supply, laundry, fur storage departments. Experienced in control, inventory, insurance. Excellent references. **ADDRESS: Box 487, STARCHROOM LAUNDRY JOURNAL.** -5

General Manager, long experience in laundry and drycleaning, good in organizing and training, labor relations, buying, etc. Sound, sizable plant only—Philadelphia area. **ADDRESS: Box 488, STARCHROOM LAUNDRY JOURNAL.** -5

SALESMEN WANTED

SALESMEN—Must be thoroughly experienced in the laundry, linen service and institutional laundry field. Lifetime opportunity for good men. Write complete details. Thermopatch Corporation, 1432 Grand Concourse, New York 58, N. Y. 489-14

An old, well-known soap company selling industrial soaps nationally has two sales territories open for men with outstanding sales ability and laundry experience. One is in the Mid-Atlantic states and the other in Ohio. Salary, bonus and expenses. Car necessary. All replies strictly confidential. Write to Box 492, STARCHROOM LAUNDRY JOURNAL. -14

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MAJESTIC DYE HOUSE: GUARANTEED GARMENT DYEING. Fast colors, beautiful and bright. No wrinkles, easy to finish. Located centrally for fast service. Price list, color card, mailing material, free on request. **MAJESTIC DYE HOUSE, 3920 West Armitage, Chicago 47, Ill.** 314-12

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REPAIR PARTS FOR ASHER IRONERS, GEARS ALL SIZES. Expert service men. Full line of Asher ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO., 29 Calumet Street, Newark 5, N. J.** 1228-37

CARDING WIRE

CARDING WIRE: For Curtain and Blanket Stretchers. **G. W. ROBINSON CO., 36 Pleasant Street, Watertown, Mass.** 3240-58

POWER PLANT EQUIPMENT FOR SALE

54 x 216 WHITLOCK EVERDUR TANK WITH SUFFICIENT COILS TO FURNISH 6,000 GALLONS OF 180° WATER WHEN SUPPLIED WITH STEAM AT ZERO POUNDS PRESSURE AND 20,000 GALLONS OF 180° WATER WITH STEAM AT 100 POUNDS PRESSURE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9955-4

2—CLAYTON 25 H.P. OIL-FIRED BOILERS, LESS THAN FIVE YEARS OLD. GOOD FOR 100 POUNDS STEAM PRESSURE. COMPLETE WITH RETURN PUMPS. NEW YORK RIGGERS, 810 MECKER AVE., BROOKLYN, N. Y. 400-36

MACHINERY FOR SALE

HAVERHILL LAUNDRY RETIRING FROM BUSINESS—WILLIAMS LAUNDRY MACHINERY COMPANY IS THE SOLE LIQUIDATOR, selling all their laundry equipment at BARGAIN PRICES AND TREMENDOUS SAVINGS TO YOU. EVERYTHING MUST GO! This machinery is MODERN UP-TO-DATE EQUIPMENT. ACT NOW, WRITE, WIRE OR PHONE FOR COMPLETE LIST. WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 29nd Street, Long Island City 1, N. Y. Stillwell 6-6666. 405-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV. 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 9873-4

ASHER ironers 48 x 120—32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

REBUILT LAUNDRY AND DRYCLEANING MACHINERY — washers, extractors, ironers, presses, tumblers, filters, stills, boilers. Large stock on the floor READY FOR INSPECTION AND DELIVERY. Complete plants installed. IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. 4400-4

30" EXTRA DEEP AMERICAN or TROY EXTRACTORS, with NEW electrical equipment. EVANS AUTOMATIC SHIRT STARCHING MACHINE. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

For Laundry and Drycleaning Machinery try the Keel Company, 7229 N. Western Avenue, Chicago 45, Illinois. 4661-4

48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

48" TROY and TOLHURST, direct motor driven and belt driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

TROY and AMERICAN LATE TYPE 4-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

AMERICAN and TROY 5 Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 72" and 48 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

HIGH SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" ROCK 26" HOFFMAN WITH MONEL BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

HANDY IRONERS, AMERICAN, TROY and POLAND single roll flatwork and small piece ironers. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6865-4

AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

6 AMERICAN 10 and 20 POUNDER, 2 COMPARTMENT AIRWAY TUMBLERS. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6292-4

MACHINERY FOR SALE (Cont'd)

48" VIERSEN HIGH SPEED and 48" TOLHURST, DIRECT MOTOR DRIVEN EXTRACTORS. Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

8 ROLL 120" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

4 Tumblers, Ellis Drier Company, 48x120" Motor-driven with motor on top, three-pocket, three-door, late type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

Five 42x84" AMERICAN MASTER CASCADE DOUBLE END DRIVEN MONEL WASHERS with 2 compartment, 2 door cylinders. IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS and CONTROLS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN and 36x30" HUEBSCH and HOFFMAN OPEN END TUMBLERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8078-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 31" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

46" FLETCHER WHIRLWIND, 60" ZEPHYR AND 46" HOFFMAN OPEN TOP EXTRACTORS WITH MONEL AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6916-4

AMERICAN TILTOR 4 GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN TOP MOTOR DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

5 WATERWAY COMBINATION WASHERS AND EXTRACTORS. PERFECT MACHINE FOR BLANKETS, WOOLENS AND OTHER SPECIALTIES AS WELL AS COLORED WORK. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 8075-4

IMPERIAL Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn, N. Y. EV-9-6585, has large stock of new and rebuilt equipment on floor ready for inspection, reasonable prices and terms, one year guarantee. Individual machines or complete plants for laundry, synthetic and petroleum drycleaning furnished. List the machines you have for sale with us. 9001-4

AMERICAN 4 ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE SPEED MOTORS. NEW MACHINE GUARANTEED. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9318-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3, 6 or 9 COMPARTMENT STAINLESS STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9368-4

IMPERIAL LAUNDRY MACHINERY COMPANY, 121 Greenpoint Ave., Brooklyn, New York, EV-9-6585, has available American Notrux 54" extractor with two extra baskets, purchased new 1945; Troy Streamline 8-roll ironer, new 1942; American 8-roll ironer; American 6-roll ironer; Ellis 54x120" 9-pocket stainless washer; American Cascade 42x84" washer; Troy 48x72" washer; American Tiltor shirt unit; Prosperity 4-girl unit and coat presses; Hoffman 42x90" tumbler; Huebsch 36x30" tumblers; Hoffman and American 48" and 60" extractors for laundries or cleaners; Hoffman 140F unit used two months; American 30x48" Petroleum unit with filter, still, etc., brand new; Prosperity synthetic cleaning unit; DDZ 60-pound synthetic unit; Columbia synthetic unit. 9069-4

44 x 126" 4 COMPARTMENT 4 DOOR and 48 x 126" 6 COMPARTMENT 6 DOOR FULLMAN GLIDE OUT TYPE CL WASHERS, WOODEN SHELLS, STAINLESS STEEL CYLINDERS, DIRECT MOTOR DRIVEN. IN EXCELLENT CONDITION. LOCATED IN PHILADELPHIA. CUMMINGS-LANDAU. 305 Ten Eyck Street, Brooklyn 6, N. Y. 9983-4

MACHINERY FOR SALE (Cont'd)

AMERICAN ZONE-AIR 4 COIL STEAM HEATED REVERSING TUMBLERS 220 Volt, 3 phase, 60 cycle. **CUMMINGS-LANDAU** Laundry Machinery Co., 315 Ten Eyck Street, Brooklyn 6, N. Y. 9401-4

6-44 x 84" **Miller Laundry Machinery Co.**, two pocket all stainless steel motor driven wash machines, 1-American 6 roll 120" chest type flatwork ironer. Priced to sell. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY**, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7763. 9669-4

STAINLESS STEEL & WOOD LAUNDRY WASHERS, both new and rebuilt direct from manufacturer to you at great savings. Pictures and literature on request. **Horwath Laundry Machinery Mfg. Co.**, 1002 South 13th St., Omaha, Nebraska. 170-4

CUMMINGS-LANDAU NOW MAKING QUICK DELIVERIES OF NEW ALL WELDED STAINLESS STEEL CYLINDERS. REPLACE YOUR WORN CYLINDERS WITH **CUMMINGS-LANDAU** STAINLESS STEEL CYLINDERS WITH OUR PINCH AND FOOL PROOF DOORS AND ELIMINATE YOUR TEARING COMPLAINTS. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9706-4

24 x 120" **RETURN FEED SUPER IRONER, MOTOR DRIVEN, PRICED RIGHT.** **CUMMINGS-LANDAU** Laundry Machinery Co., 315 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

For Sale: 1—Used 44 x 84" **ROBOT** two pocket two door all stainless steel motor driven washer with automatic washman; 2—Used 42 x 96" **Ellis** motor driven all **Monel** washers; 1—Used 42 x 84" **American Norwood** all **Monel** motor driven washer; 1—Used 54" **American Notrux** extractor with two set containers. **CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY**, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS. NE 8-7763. 9628-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

Wood cylinders and shells, replacements, any size with new brass hinges and stainless steel trim, also new wood washers. **ILLINOIS DRY MACHINERY MFG. CO., INC.**, 3124 W. Lake St., Chicago 12, Illinois. Nevada 2-2621. 188-4

800 KEY-TAG BARS with 6 OR MORE 5" PINS ON SAME. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 315 Ten Eyck Street, Brooklyn 6, N. Y. 232-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

ZEPHYR HYDRAXTOR WITH 4 SETS OF CONTAINERS AND MOTOR DRIVEN PUMPING UNIT. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9944-4

UNIPRESS LATEST MODEL 2 GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER AND 2 LAY SLEEVE PRESSES. EXCELLENT MECHANICAL CONDITION. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4 GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

42 x 42" **AMERICAN 3 Y COMPARTMENT 3 DOOR MONEL METAL MOTOR DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE.** **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

WOOD CYPRESS CYLINDERS and Fir replacement shells for any make washer direct from manufacturer to you. **Horwath Laundry Machinery Manufacturing Co.**, 1002 So. 13th St., Omaha, Nebr. 187-4

FOR SALE—CHEAP:—American cylinder flatwork ironer, 30 x 120". See it running, \$1,000. One Huesch open-end 30" drycleaning tumbler, \$275; marking machine, black and invisible; transformers, accessories, drycleaning and laundry checking and assembling reels; Prosperity and Ajax single lay sleeveers. Parker Sno-White Laundry, Atlanta, Georgia. 309-4

FOR SALE:—1—50" **AMERICAN NOTRUX** extractor with two sets containers, stainless steel curb; 1—50" **Ellis Drier Co.**, **NOTRUX** extractor with two sets containers, 2—**AMERICAN NORWOOD** 42 x 84" two pocket all stainless steel motor driven washers with American fully automatic washman. **CHICAGO USED & NEW LAUNDRY EQUIPMENT CO.**, 3128 W. Lake St., Chicago 12, Ill. 328-4

1—**Zephyr Hydraxtor** with two containers, jib crane and hoist. Very reasonable. **Chicago Used & New Laundry Equipment Co.**, 3128 West Lake St., Chicago 12, Ill. 326-4

2-ROLL 100" **COLUMBIA** and 120" **RETURN FEED IRONERS, MECHANICALLY EQUAL TO NEW.** **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 399-4

NATIONAL CASH REGISTER BOOKKEEPING MACHINE, GOOD FOR 27 ROUTES, 10 CLASSIFICATIONS, 99 BUNDLE NUMBERS, 999 LOT NUMBERS, CAPACITY UP TO 99½ POUNDS and \$99.99. MODEL A-229 (6) **ST. CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 403-4

FOR SALE—42" x 96" Henrici washer, 36" x 72" American conditioning tumbler with conveyor to feed flatwork ironer, two 30" x 120" cylinder ironers; miscellaneous extractors, washers, tumblers and shirt units. Many bargains. Mr. E. T. Sherwin, American Linen Supply Co., 740 N. Rush St., Chicago 11, Ill. 429-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN, 30 x 48", 28 x 33", 26 x 34", 24 x 24". REBUILT LIKE NEW. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 305 Ten Eyck St., Brooklyn 6, N. Y. 433-4

2—**American Cascade Monel metal washers, 42" x 84" belt-drive.** Excellent condition. 1—4-pocket type—1 slide-out 8-pocket type, \$1,200 each. **McInnes Laundry Co.**, 2030 Greenmount Ave., Baltimore 18, Md. 469-4

40" **TROY MERCURY EXTRACTOR WITH COPPER TINNED BASKET.** **CUMMINGS-LANDAU** Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 480-4

6-ROLL **AMERICAN 120" IRONER**, perfect condition, 220 volt, 60 cycle, 4-speed motor controls. Revolite grease lubrication and new bearings, see it running. H. Karl Steiner, 3015 S. Herman St., Milwaukee 7, Wis. 481-4

FANTOM-FAST MARKING UNIT with booth, 58-key lister, counting device. New 1953 cost \$1,752. Will sacrifice. Davies Laundry, 2349 Collage Grove, Chicago, Ill. 488-4

For Sale.—4 **Fantom-Fast National Marking Machines, 2 air power, 2 foot power.** **FINGER LAKES LINEN SUPPLY**, 511 Exchange St., Geneva, N. Y. 485-4

American Streamline flatwork ironer, 4-roll 120", Hamilton Springs vacuum, American Streamline flatwork ironer, 6-roll 110", Hamilton Springs vacuum. Progressive Cleaners Inc., 1613 Tacoma St., Dayton 10, Ohio. 484-4

2-roll return ironer, American, motor-driven, in excellent shape. Also Prosperity drycleaning unit Model 3B, good operating shape. Very low prices. Louis D'Angelo, 1070-66th Street, Brooklyn, N. Y. Belle Harbor 5-3229. 485-4

FOR SALE:—72" **Purkett shakeout tumbler** complete with loader truck and hoist, located Portland, Oregon; also 72" heat-conditioned Purkett shaker, located Denver. Excellent condition. Reasonable. Write:—E. T. Sherwin, American Linen Supply Co., 704 North Rush St., Chicago, Ill. 490-4

40" **American open-top extractor, Monel curb, 3 phase, 220 volt, good shape and a real bargain.** H. Karl Steiner, 3015 S. Herman St., Milwaukee 7, Wis. 491-4

MACHINERY WANTED

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 25, N. Y. EV. 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 9874-3

WANTED—MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS:** Box 9879, STARCHROOM LAUNDRY JOURNAL. -3

Wanted—American flatwork ironers, 54" Y-pocket washers, 50" and 54" Notrux extractors, and 54" American Perry Notrux extractors. Top cash prices paid. **ADDRESS:** Box 9972, STARCHROOM LAUNDRY JOURNAL. -3

WANTED TO BUY:—Pleating machines. Will pay reasonable price. Robert Winslow, Bruce Street, Littleton, Mass. 456-3

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